

MAR 28 1928

THE Publishers' Weekly

The American Book TRADE JOURNAL

VOL. CXII

NEW YORK, MARCH 24, 1928

No. 12

The Training of An American

*The Earlier Life
And Letters of*

**WALTER
H. PAGE**

Every reader of the Page Letters will enjoy this new volume. In it, BURTON J. HENDRICK tells the story of Mr. Page's earlier life skillfully weaving his incomparable letters into the narrative which is carried up to the war days already described.

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Myrtle Johnston's strangely beautiful novel is receiving the same sincere and unstinted praise in America as in England. \$2.00

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Reeds and Mud

by VICENTE BLASCO IBANEZ

Considered by the critics Ibanez' best novel. An unconventional, colorful, love story of Spain. \$2.50



To the Trade:

At the present time the public seems to like the idea of having books selected for them by the Book of the Month Club, the Literary Guild, and the various prize novels of which there have been a number in the past year. Where so much emphasis is put on these particular books by the publishers, the trade and the other organizations which have some special interest in them, it tends to overshadow other books of equal importance, of perhaps greater importance and greater interest to the public.

These facts must be apparent to the booksellers today, because they themselves keep suggesting that they can see no reason why books could not be selected for this purpose which were obtainable first in the book stores and then through the book stores obtain practically all their sale.

This thought has been in my mind from the very beginning and I see no reason why this firm cannot offer to the public, through the book stores, a Book of the Month just as successfully as some outside organization. As one of the larger publishers who publish between two and three hundred books every year, and who have thousands of manuscripts submitted each year, I believe we have ample opportunity of selecting such a book with the help of the various literary agents. I further believe that we can sell these books in large quantities through the book stores to our mutual advantage and profit.

Granted that the books selected by both the Book of the Month Club and the Literary Guild are good books. These two organizations, however, select only two books a month. Most people are of the opinion that there are on the average, from six to ten other books each month which might have been selected but which could not because the selection was limited to two books.

With this in mind, we have organized an editorial board of our own which will select one book each month which,

March 24, 1928

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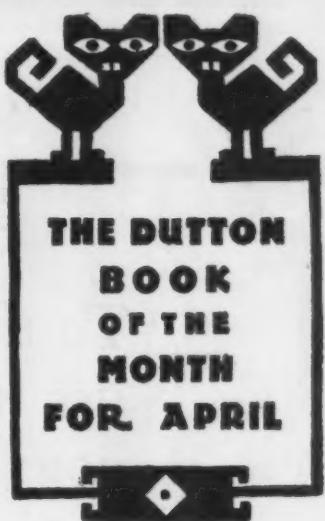


THE DUTTON
BOOK
OF THE
MONTH
FOR APRIL

Reeds and Mud

by VICENTE BLASCO IBANEZ

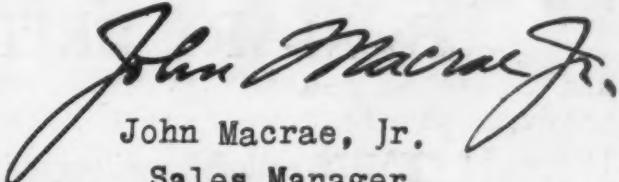
Considered by the critics Ibanez' best novel. An unconventional, colorful, love story of Spain. \$2.50



THE DUTTON
BOOK
OF THE
MONTH
FOR APRIL

because of its literary value or importance or general interest, is the outstanding book for that particular month. This book will be widely advertised as the Dutton Book of the Month for that particular month. For the month of April our editorial board has selected REEDS AND MUD by Vicente Blasco Ibanez, price \$2.50. We will be glad to supply you with a free window display, featuring the book and the idea, also imprinted circulars describing the book and how, and why, it was selected. To obtain this book a person has simply to go to the nearest book shop and ask for it or leave a standing order with a book shop to send this book to him each month. If he prefers, he can have the bookseller send him a circular describing this book before he actually purchases it each month.

Very truly yours,


John Macrae, Jr.
Sales Manager.

March 24, 1928.

E. P. DUTTON & COMPANY
681 Fifth Avenue, New York City

Please send....circulars describing the Dutton Book of the Month.

Please send....copies of REEDS AND MUD.

Please send....window displays featuring the book.

Name

Address

(Give correct imprint for circulars)

A Discovery

To the most distinguished poetry list in America, we wish to announce the addition of a new collection of poems which we are confident will be recognized at once as marking the advent in American letters of a fine artist in verse forms.

Songs of Infancy

By MARY BRITTON MILLER

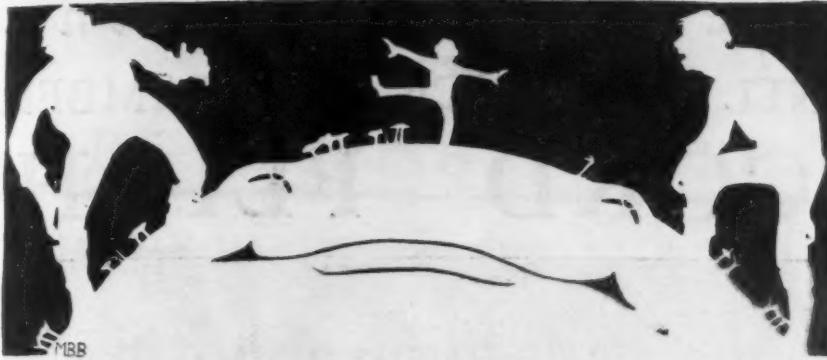
THIS collection of verse is a discovery; for not a line has been published anywhere during the twenty years Mary Britton Miller has been perfecting her art. It has the freshness of a child's smile; the simplicity of a child's faith. You can sell this book to an America which has shown a poetry consciousness, as the advertising writers would say, by record-breaking purchases of such verse as *The King's Henchman*, *Now We Are Six*, and *Tristram*.

April 24

\$1.75

THE MACMILLAN COMPANY

New York Boston Atlanta Chicago Dallas San Francisco



Tall Tales from the Big Woods

Q. If it took a jay bird seven days to fly between the horns of Tony Beaver's prize ox, how long would we need to tell you of the virtues and sales possibilities of this American folk yarn?

A. Fourteen hours, twenty-eight minutes, forty seconds, two ticks, and nine superlatives, omitting all reference to posters, sales-helps, and national advertising.

UP EEL RIVER

By Margaret Prescott Montague

Ready April 17

Price \$2.50

THE MACMILLAN COMPANY

NEW YORK



Another Big Printing of COLONEL CLARENCE D. CHAMBERLIN'S "RECORD FLIGHTS"



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Berlin: Chamberlin with autographed picture of President Von Hindenburg

WHAT "THEY" SAY:

New York

Times Book Review (Russell Owen): "Much that is interesting in Chamberlin's story aside from the Atlantic flight."

St. Louis

Post-Dispatch (John G. Neihardt): "'Record Flights' is the book of a good sportsman. 'Record Flights' deserves the high honor of being placed on library shelves beside Lindbergh's 'We'."

Knoxville

News-Sentinel (John T. Moutoux): "Lindbergh beat Chamberlin across the Atlantic, but Chamberlin evens the honors . . ."

Brooklyn

Standard Union (C. D.): "A highly interesting discussion of the state of aviation here and in Europe."

Albany

Knickerbocker Press: "Chamberlin reveals things that never got into the newspapers. They make good reading now, and they would have then."

Wilmington

Every Evening: "The story is thrilling—at no time does interest lag."

Philadelphia

Inquirer (Richard J. Beamish): "What a whale of a book is 'Record Flights.' Disappointments which would have crushed less resilient souls have left no mark upon Clarence Chamberlin. Here is a volume to treasure. The reader found it so absorbing that dawn was coloring the night when he laid it down with a regret that another Chamberlin book wasn't at hand for an encore."

Boston

Globe: "The real inside story, full of color and human interest."

Miami

Herald (Grace Norman Tuttle): "You will like his book as you must like the thoroughly American Clarence D. Chamberlin, whose feat of flying from America to Berlin cannot be accorded too much acclaim."

Montreal

Gazette: "If there is anything else besides ability to fly a plane characteristic of Chamberlin it is modesty . . . a story of a unique feat, free from side or bombast, and written in a chatty vein. Should take rank alongside 'We' as the chronicle of a viking of the air."

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Collector's special thin-paper Autographed Edition, limited to 500 numbered copies, richly bound, gold-stamped, boxed,

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PHILADELPHIA

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HERE is the first book by the "King of Swat." Packed with fascinating glimpses into the psychology which underlies big league play, full of intimate, revealing and amusing anecdotes about "The Babe" himself, the book tells also of the fine technical points of the game of baseball. *With 31 illustrations*

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ROPINGby **CHESTER BYERS**

THE man who taught Fred Stone how to spin a rope writes a vivid story of the history and art of roping.

There are illustrations, of course; a Foreword by *Will Rogers*; a Warning by *Fred Stone*, and a Bit of Advice by *Elsie Janis*.

\$1.50

DEW OF THE SEAby **HORACE A. VACHELL**

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\$2.00

GOING TO PIECESby **ALEXANDER WOOLLCOTT**

A DISCUSSION of the various phases of theatrical endeavor, full of the irony and humor which distinguishes the writing of the dramatic editor of the *New York World*.

\$2.50

**OUR FATHERS FAITH
AND OURS**by **DAVID S. SCHAFF, D.D.**

THE purpose of this volume is to state the distinctive differences between Romanism and Protestantism. The history and reason of both faiths is presented and the reader may decide which has the most on its side.

\$4.50

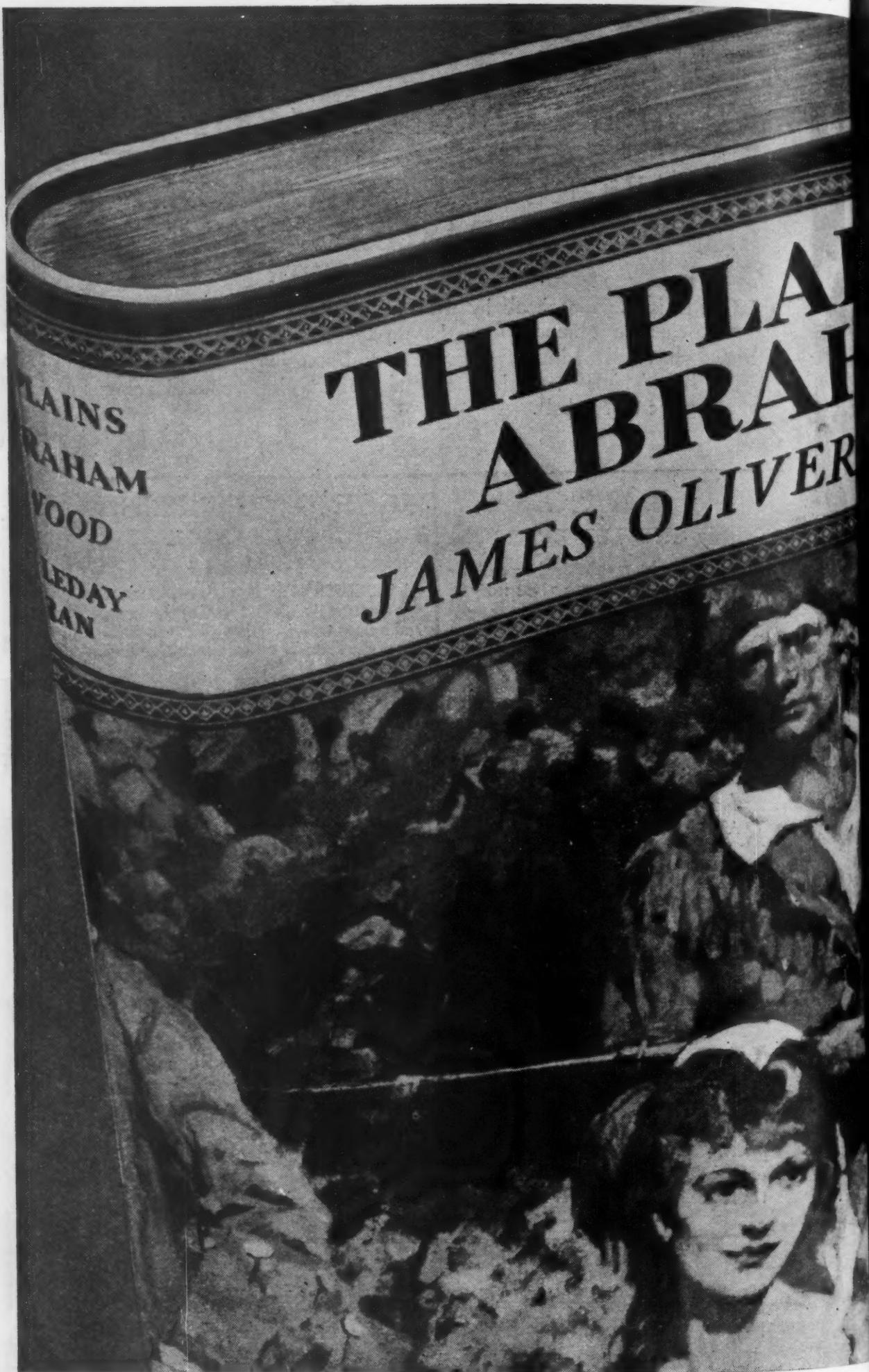
THE RIVER PIRATEby **CHARLES FRANCIS COE**

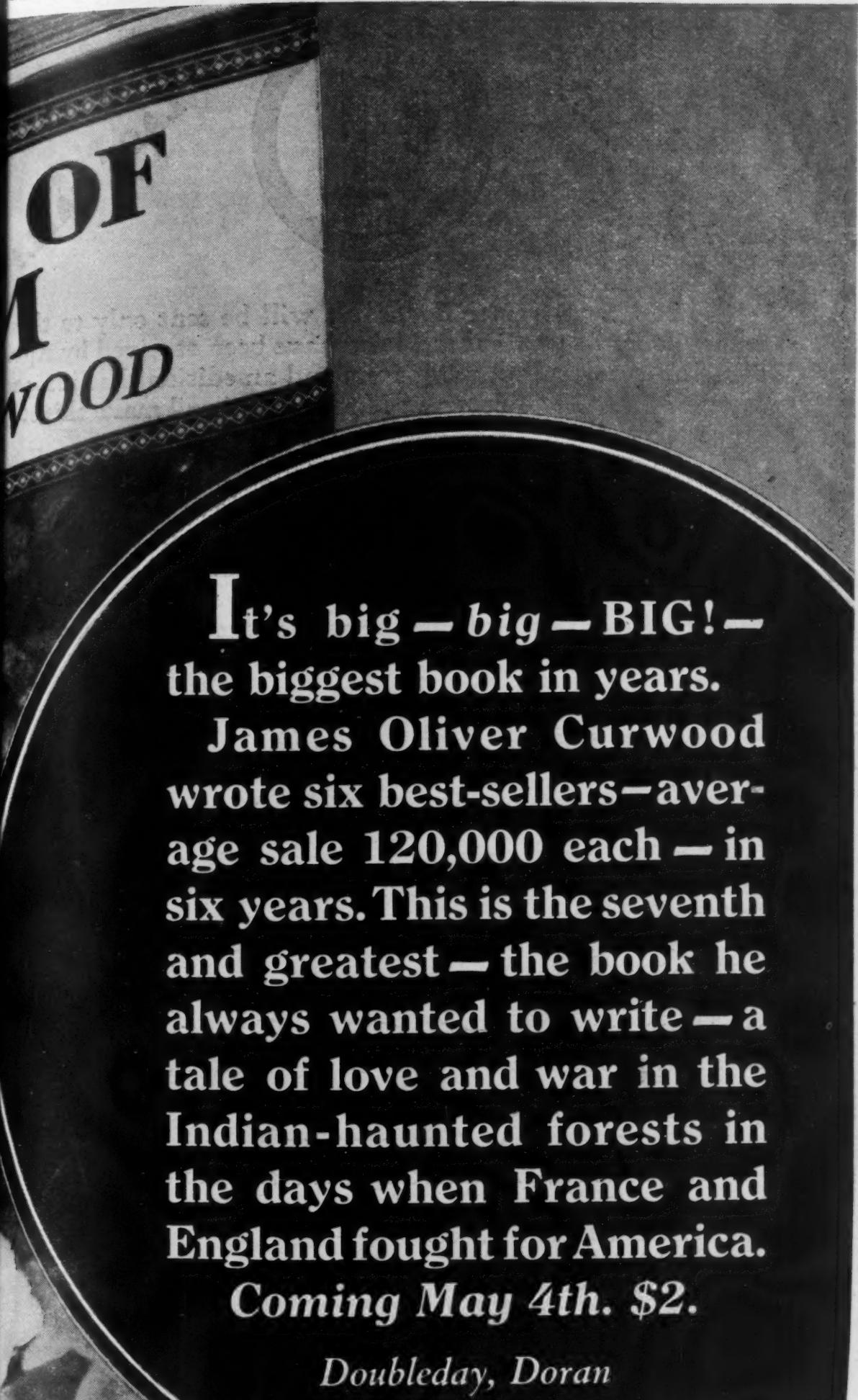
HAUNTING the dark coves of lower Manhattan, slipping by way of the river in and out of the huge warehouses that line the waterfront, taking what he wants of rope and ship materials and selling it to skippers of outgoing ships . . . that is the life of the river pirate.

Charles Francis Coe tells a thrilling story of modern pirates in their own lingo.

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OF
THE
WOOD

It's big — *big* — **BIG!** —
the biggest book in years.

James Oliver Curwood
wrote six best-sellers — aver-
age sale 120,000 each — in
six years. This is the seventh
and greatest — the book he
always wanted to write — a
tale of love and war in the
Indian-haunted forests in
the days when France and
England fought for America.

Coming May 4th. \$2.

Doubleday, Doran



\$1

LAST CALL!

LAST CALL!

The May *Atlantic Bookshelf* will be sent only to those whose dollar-a-year subscription have been received by April 8th. High manufacturing costs and an edition that jumped from 6500 to 7250 between March and April make this step imperative.

To subscribe simply pin a dollar bill to the coupon below. If you wish to follow the example of the Old Corner Book Store, and the Baltimore, Cleveland, Indianapolis, and St. Louis Public Libraries in subscribing for all your important salesmen and order clerks, add 75 cents for each additional name (must be sent to the same address).

MAY



1928

Less Waste and More Orders in Bookselling Books as Merchandise	William S. Thompson
II. An Answer to Earnest Elmo Calkins	Marion Humble
A View of Reviews: by a Librarian	Edward F. Stevens
Do Reviews Sell Books?	Harrison Smith
Mabel Ulrich: A Portrait of a Pioneer	Kathleen Ulrich
Some Problems of a Canadian Bookman	Hugh Earys

Book Reviews and Advertisements from The May Atlantic Monthly

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New York City.

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Four Editions Two Weeks Before Publication



This picture shows a reproduction of the smart display card in colors, size 14x18 inches, which we are sending to booksellers with their shipment of books.

Hell may have toasted the toes of these sophisticated, scintillating sirens, but it has not dimmed their brilliancy, their smartness and their wit.

LADIES IN HADES; A Story of Hell's Smart Set
Price \$2.50

J. H. SEARS & COMPANY, Inc., Publishers, 114 E. 32nd St., New York

The AMERICAN EDUCATIONAL CATALOG 1928

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62 West 45th Street New York

Of first importance —N. Y. Post.

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BLUE TRAIL OF BLACK ULYSSES

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In effect, it is biography and poetry of fresh, enduring substance and pattern. It is besides

a great novel of negro life.

Walter Yust in *Philadelphia Public Ledger*

Send for order cards and posters

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Illustrated. \$3.00



We
believe
we have
a "best
seller" in

BAD GIRL

By

VINA DELMAR

It has restraint, dignity, and fine writing; at the same time it gives a romantic picture of a theme which has rarely been presented with such fidelity—adolescence and love in a great city. Its publication introduces a new and vigorous writer to the American public.

Publication date, April 5th. \$2.00

Harcourt, Brace and Company

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MARCH 24, 1928

Women in Publishing

The Story of How Carro Morrell Clark Made a Dramatic Success of Publishing Nearly Thirty Years Ago

William E. Harris

THE publishing business is not a profession that, off-hand, one might expect would attract women in search of a career. An increasing number of women, however, have entered this field during the last decade. Yet of those who might be cited, the career of none seems more colorful or interesting than that of Miss Carro Morrell Clark, the pioneer woman publisher in America. Herself an author, she organized her company in Boston a little more than twenty-seven years ago and during twelve years of active publishing, she presented to the general reading public probably the two most spectacularly selling books of her day.

"Quincy Adams Sawyer," brought out two months after the C. M. Clark Publishing Company entered business, was one of the principal reasons that caused Miss Clark to embark upon her unusual career. And it rewarded her faith in its worth by going thru edition after edition, finally reaching the enormous figure of nearly two hundred thousand copies within the first year.

The success this book attained probably was due at least in part to the wave of popular enthusiasm which also marked the appearance in December 1898 of Westcott's "David Harum" and—several years later—that of Irving Bacheller's scarcely less well known "Eben Holden." The famous Charles Hoyt farces, too, were of this general period. Apparently a large reading public desired to see described in print the rural New England landscape with which they were then largely familiar. Yet, that "Quincy Adams Sawyer," the ex-

traordinarily popular tale of Mason's Corner folks written by the late Charles Felton Pidgin, possessed its own fresh country atmosphere and intimate, likeable characters, is amply proved by the fact that it preceded such recent successes as "The Green Hat" and "Abie's Irish Rose" being translated into terms of both the drama and the screen. "Quincy Adams Sawyer," however, went one step further, since it was eventually made into a musical play as well. Moreover, the right of performance is still advertised by the Century

WHILE the booktrade has been welcoming the contributions of women to the various fields of book-selling there has been less attention given to women's place in publishing and to the contribution they have so far made in executive and editorial work. The Publishers' Weekly starts in this issue a series of articles on the subject of women in publishing.

Play Company in New York and the piece is occasionally revived by stock companies thruout the country. The book has recently been reprinted in a popular edition.

Miss Clark, who was born in Unity, Maine, of parents descended from original settlers in the Kittery Grant, began at the age of eight to write stories. These were intended for other children and were eventually published in the family newspaper, a country weekly. Shortly before the year 1892 she came to Boston, with no particular undertaking in mind, but merely seeking what might lie in store for a girl having ambitions extending beyond the conventional limitations of farm life. In that year she opened a bookstore and stationery shop in the Back Bay. She was the sole owner and manager of this enterprise. September 1900 saw the opening of the C. M. Clark Publishing Company. She continued the management, however, of her earlier venture as well for the best part of a year. Miss Clark's entry into the publishing business occurred quite by chance. She happened to know Charles Felton Pidgin, at that time head of the Bureau of Statistics of Labor at the Massachusetts State House. He was an author by avocation, having already written in 1883, in collaboration with Mary M. Gay, "The Letter H," a drama in prolog and three acts. On his invitation Miss Clark went to hear the reading of a new manuscript entitled "Quincy Adams Sawyer." The country characters and atmosphere carried her back to her own early beginnings in Unity, Maine, a small village not far from South Berwick, the home of that other New England woman writer, Sara Orne Jewett. Moreover, Miss Clark was attracted by the rather unique love story and quaint but natural Yankee humor. She decided to embark on an experiment and enter the publishing business, in order to bring the lovable character of Quincy Adams Sawyer before that public which ought to recognize him most easily. For the fictitious village of Mason's Corner is rather concretely described as being located in the Southeastern portion of Massachusetts.

Against the advice of experienced men in the profession she was about to enter. Miss Clark ordered paper for an

edition of 3000 copies, an almost unheard of thing in those days and nearly as much so at the present time, in the case of a new and unknown author. On November 3, 1900, however, "Quincy Adams Sawyer" made its appearance and within a month was accounted a best seller. The following year it was presented as a play, the dramatization curiously enough being done by the late Justin Adams and the first performance occurring in North Adams, Massachusetts. Considerable note was taken at the time of this accidental prevalence of the name of Adams. Another early performance, according to Charles F. Atkinson, producer of the play, took place in the dining room of the old Derby House at the foot of Bowdoin Street, the same room in which Charles Hoyt is reputed to have written several of his farces.

Mr. Pidgin followed this book with "Blennerhassett," a romance recalling the life of Aaron Burr, and its success was even more spectacular than that of "Quincy Adams Sawyer." Miss Clark states that 80,000 copies were printed immediately, sixty thousand of them being disposed of before publication. Miss Clark herself sold in New York and Philadelphia \$21,000 worth of the book from dummy copy. Within a week "Blennerhassett" became the best selling book in New York and Boston, and shortly after thruout the United States. Towards Christmas editions of twenty thousand copies were being printed and nearly 125,000 had been sold within two months.

Following the success of "Quincy Adams Sawyer" and "Blennerhassett" there came three western stories by Frances Parker that enjoyed big sales, "Margie of the Lower Ranch," "Hope Hathaway" and "Winding Waters." "Miss Petticoats" and "On Satan's Mount" by Dwight Tilton also gained wide popularity, and a volume by Mildred Champagne, at that time a regular correspondent for the *Boston Post*, was published.

As an evidence of the transition in publishing methods from that time to the present day, it is amusing to note that the interest in "Hope Hathaway" was, perhaps, in part increased by the offer of the publishers to give free of charge to each

reader of the book, priced at \$1.50, "eight stirring pictures by Charles M. Russell, the cowboy artist." Others of the books were made especially inviting by the offer of "9 beautiful posters and your choice of the following popular novels, cloth bound and illustrated."

"Love Stories from Real Life" by Mildred Champagne on the other hand, altho richly bound in red silk cloth and gold with each story fully illustrated," contained a "detachable page entitling the purchaser to a beautiful poster of Beatrice, the college girl heroine, size 14x28 done in four colors."

Miss Clark's advertising was not confined to cleverly conceived bargain offers. She ascribes the success of her "Quincy Adams Sawyer" to the fact that she supported her decision to experiment, with heavy advertising of the best quality. It was rather a surprising thing a quarter of a century ago, to find full page advertisements in all the leading magazines for a single book by a literally unknown author. However, Miss Clark felt certain that "Quincy Adams Sawyer" was a true picture of New England rural life and as such merited support. In looking back upon the methods she employed, after the lapse of more than twenty-five years, she expresses the opinion that had the quality of the book been otherwise, the advertising would have been in vain.

But pioneer not only in a field at that time entirely unexplored by women, and notable, as she was in the manner in which she adopted new and courageous methods, Miss Clark possessed another unique capability. Probably save for some of

the better known folk lore and mythological whimsies of ancient times, she was the first woman, either here or abroad, to personify flowers in stories for children. Her Garden Series published by David McKay of Philadelphia, has enjoyed immense sales and to-day still carries the endorsement of hundreds of school heads thruout the country as supplementary reading. Little Betty Marigold, Creaky Cricket and Madam Aster are known to thousands of little girls and boys, as well as their fathers and mothers. This series may be said to be among the few outside the recognized classics for children which have hung on from one generation to another. Under the pen name Carro Frances Warren, the last being the ancestral surname of her mother, Miss Clark has succeeded in bringing the charm

of fantasy and the strength of interesting narrative to the tales of those familiar flowers she has found masquerading as children in an old-fashioned garden. She first began writing these stories for a little nephew and was urged by her sister to publish them. Now after nearly eight years' interval she plans to add several titles to the series.

And so while to-day it has been given to many women to achieve a career for themselves outside that of home-making, Miss Clark, who in private life is the wife of Leon H. Lempert and has a notable New England ancestry, enjoys the distinction of having realized two professions. Even after a period of nearly thirty years this accomplishment remains a remarkable tribute to the zeal and energy of America's first woman publisher.



Carro Morrell Clark

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*

25 East 10th Street, New York City



TOWARDS convention-time each year, we begin to lose all sense of proportion. The forthcoming meeting looms large before us and the work is so engrossing that it becomes difficult to remember that an executive secretary has other duties.

* * *

The Anonymous Club has favored this office with a letter. An answer, thru this page, has been requested. Our apologies for not answering sooner are most sincere.

The Anonymous Club expresses a desire to enlist the aid of the executive secretary "in bringing about certain reforms in the booktrade." The A. C. assures us that we cannot get active cooperation from booksellers, because "they owe too much money to the publishers—that firms like so-and-so and so-and-so" (sorry we can't give the names even tho our correspondent did) "cannot afford to antagonize the publishers." That, were it true, would be a most sorrowful state of affairs. Of course

it cannot be true because of economic conditions. The booksellers need the publishers but the reverse is also true. And neither need antagonize the other.

The A. C. has used this argument as preamble to a statement about publishers who have cooperated with a certain only too well-known direct-mail price-cutting business. There is a difference of opinion concerning the justice of such cooperation. Some people do not agree with the majority of the booksellers who feel that the competition is such that it ought not to receive the support of those who have in the past received the bulk (if not all) of their income from the retail bookstores. That the Anonymous Club is unaware of all that is going on in the trade is obvious from its letter. It does not seem possible that anyone following this matter closely has not heard that it is the policy of several of the larger bookstores to cut their orders as protest against further cooperation with competition of the same type. Most of these booksellers have said that they will continue to do this until they can be assured that the publishers will consider the welfare of the bookstore.

The attitude of this office should be well known by now. Until such time as the majority of our members feel that it is to their best interest to change their present feeling in this matter, the executive office will continue to do everything possible to prove that publishers who cooperate with the booksellers' competitor are being most unfair to their own best customers and themselves.

* * *

Back to the convention. This week, there is a picture of the solarium at the Hotel Ambassador, Atlantic City, New Jersey. Here one may sun oneself, particularly if one is in the booktrade and knows that the A. B. A. Convention will start on May 14 and run to May 17—and has made plans to attend it.

Look Out—It's Presidential Year!

Julius King

Thomas Nelson & Sons

HAVING met up with a gathering of long faced lads here and there in the early months of this year, and being a susceptible person, barometric and all that, by osmosis I found myself taking on a low feeling anent the business to be done in the coming year.

Worried, that's how it was. I felt like treading lightly so I wouldn't disturb the delicate balance in which business was maintaining itself. I hated to get cornered with any of the folks who dealt with the steel

industry, I hesitated to join any of the lads who were conversing on the sad state of the silk business, the toothpick industry or any of a dozen businesses you might name. All except the publishing business.

The people who make books and the folks who sell them were full of a spirit of optimism with a capital O. They just knew they were starting out on an unprecedentedly fine year. Everywhere I saw them increasing their selling efforts, putting extra steam behind their promotion plans, piling up money to use in advertising campaigns without regard to the things I had been hearing.

So I set forth to gather data from the data hounds, statistics from the purveyors of same, and dope from the dopesters. If the book people were wrong in their belief that this year would be a good one, perhaps with the facts in hand I could stem the tide, or point a warning—or something.

With my first call, on Ralph Hayes, Vice President of the Chatham Phoenix National Bank, I didn't find out what I expected. He told me that of the last sixteen presidential years, six had been slightly below normal and ten had been better

than average years, and that there were no particularly disturbing things in the air for this year. This unfortunately, did not confirm my pessimistic feeling, so I bade him, "Goodbye," and with a disappointed shake of the head I set forth to find out what Mr. Babson had to say.

"There's a warner," said I to myself, "surely he'll say it will be wise to haul in the horns and batten down the hatches." But no! Mr. Babson remarked that no matter how bad general business might

be, the book business was heading for a good year. "People," said he, "are going to stay home a great deal this year and they've got to do something beside stare holes in the rugs, and they will do an enormously greater amount of reading."

This really was too discouraging, and I was almost beaten, but I had one more string to my bow, so I consulted Col. Leonard Ayres, of the Cleveland Trust Company and formerly chief statistician for the government. When he confirmed in toto what Mr. Hayes had told me, I felt that I simply had no leg to stand on and the booktrade was right in its optimism.

And I too, was converted. How could I withstand these men and continue in my pessimistic feeling? The evidence of the years, the dope and the statistics were all against me, and so I turned around, and in common with the publishers and the book-sellers became bright and sunshiny.

I came to the conclusion that if I had a good book to sell I could sell it this year, if I didn't keep it a secret from the public. If I had a good product and told about it, well people would want it even if it was presidential year—whatever that is.



Private Presses and the Books They Have Given Us

Will Ransom

XIII

In the Tradition—Part 2

WHILE England was creating the private press tradition as we know it today, America grasped the shadow first. We had the tradition of the private press before there were any private presses on this side of the Atlantic. That happened, not by intention, but thru a peculiar combination of circumstances. An actual private press was started in 1895, but its founder was one born to public performance rather than private endeavor. The result was a wave of publicity which introduced the tradition, or at least some elements of the private press idea, in a distorted form but still recognizable.

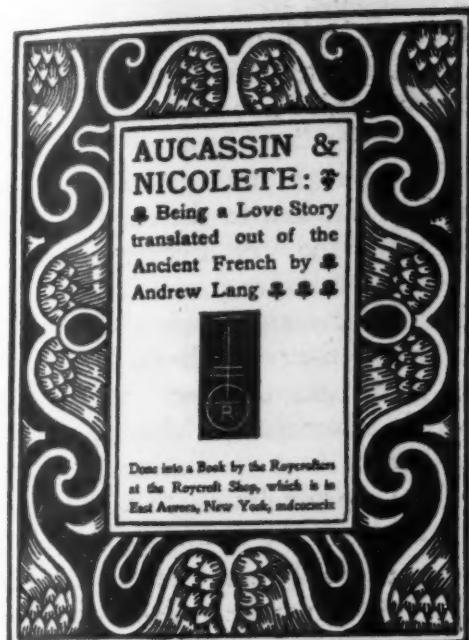
At that time, when William Morris was still unknown to all but a tiny few in this country, Elbert Hubbard arose to tell the world about himself and, later and rather incidentally, about the private press idea. In spite of the fact that he is considered to have misinterpreted that idea, the Roycroft Shop derived from and contributed to private press history and influence.

Insofar as the records are specific, it seems clear that the first Roycroft book was produced in the true spirit, yet it was subordinate, even then, to another urge. Hubbard was writing and writing and writing, but publishers were not receptive. So he patronized the local printing office at East Aurora, and the first number of the *Philistine* startled a populace which proceeded to enjoy the sensation.

After the first one or two or three numbers of the magazine (stories differ) some type and a hand press were installed in the barn, and the Roycroft Shop was born. The sole primary purpose was to print the *Philistine*, but Hubbard had visited the Kelmscott Press in 1892 and had come

away with an ardent admiration for William Morris and a desire to make similar books, without knowing just how to go about it. Possession of a printing plant provided an opportunity which was promptly seized. That first book, "The Song of Songs," was done in all sincerity, with good materials and the best craftsmanship of which Hubbard and his one or two local assistants were capable. It was well received, partly for its own sake and partly because of the printer's already noticeable popularity. Other books followed, and the Roycroft Shop rapidly accumulated momentum. Just where the private press disappeared in the development of larger plans cannot be decided, but disappear it did—and after that the deluge. Yet there was some conformity to the tradition for several years. It is quite probable that the form of interpretation was the one best suited to the time, the place, and the people.

It was only natural that the Roycroft books should differ widely in design from their models. Hubbard was too strong a personality to copy anything without putting upon it his individual impress. Granted that he took his inspiration wherever he found it, the expression was his own. An that is how he brought the message of ideals to a public not quite ready to understand them in the terms of William Morris and Charles Ricketts. He translated the vision of those men into the vernacular and brought Beauty (in a relative degree, but certainly) into the ken of literally thousands who never would have understood the message in any other form. And that ideal of beauty in usable things was the substance of Morris's



THE LAND OF HEART'S
DESIRE BY WILLIAM
BUTLER YEATS



PORTLAND MAINE: Printed for Thomas B Mosher
and published by him at 45 Exchange Street
MDCCCCIX

WASHINGTON'S FAREWELL ADDRESS
TO THE PEOPLE OF THE UNITED STATES
THE XIX DAY OF SEPTEMBER MDCCXCVI

FRIENDS AND FELLOW CITIZENS
The period for a new election of a citizen to administer the executive government of the United States, being not far distant, and the time actually arrived when your thoughts must be employed in designating the person who is to be clothed with that important trust, it appears to me proper, especially as it may conduce to a more distinct expression of the public voice, that I should now apprise you of the resolution I have formed, to decline being considered among the number of those out of whom a choice is to be made. ¶ I beg you, at the same time, to do me the justice to be assured that this resolution has not been taken without a strict regard to all the considerations appertaining to the relation which binds a dutiful citizen to his country; and that, in withdrawing the tender of service which silence in my situation might imply, I am influenced by no diminution of zeal for your future interest; no deficiency of grateful respect for your past kindness; but am supported by a full conviction that the step is compatible with both. ¶ The acceptance of, & continuance hitherto in, the office to which your suffrages have twice called me, have been a uniform sacrifice of inclination to the opinion of duty, and to a deference for what appeared to be your desire. I constantly hoped that it would have been much earlier in my power, consistently with motives which I was not at liberty to disregard, to return to that retirement from which I had been reluctantly drawn. The strength of my inclination to do this, previous to the last election, had

THE SONNETHEERING OF PETRARCHINO

Orion

Confessed a comrade of the year's old age,
A tardy tippler at the starry feast,
Ruddy Orion staggers up the east,
And, shaking off a summer's villainage,
Again assumes his wintry heritage.
Aldebaran and Altair have increased
Their light to lend him honour, and the least,
Last comet owns his silent seignorage.

Far-flaming stars, like satrap satellites,
In vasty space of crystal vacancy,
Make court before his august empery,
Whose sudden sun-burst lightens and benights
The rest of heaven, as for me your star
Dark-lights the world, Love's final avatar.

- 1) A typical Roycroft titlepage.
- 2) A page by Grabhorn. Heading blue, initial and first line red, balance black.

- 3) A characteristic Mosher titlepage.
- 4) A Nash page arrangement. The rules in light olive.

vision, a vital element in the private press tradition.

With no intention of injecting personal opinion, but in the spirit of a fair and accurate record, it is no more than just to emphasize the sincerity upon which the Roycroft Shop was founded. The later growth developed into a strictly commercial affair (and a highly successful one) it was again merely a translation into the terms of its habitat. All the stories of the Shop in its early days indicate happy workers in pleasant surroundings. Local talents were encouraged to find their own media and helped to develop such ability as they had. It also attracted some men who had gained proficiency and standing in special fields, such as Denslow the artist and Kinder the binder. And Dard Hunter spent a few years of his youth there and left his impress upon the design of Roycroft Books.

Of the actual results, the books themselves (omitting the other arts and crafts), criticism must be somewhat generous. They do not rank with those of any of the important Presses, yet they are much better than many that have come from smaller Presses. The very effort to accomplish, the groping for expression by minds untutored in the higher learning of art and by hands untrained to craftsmanship, created a vital quality characteristic of all pioneer endeavors. Ambition was not lacking, even for the accomplishment of that most difficult of tasks, printing on vellum. The tradition is clearly apparent, too, in the early titles—"Sonnets from the Portuguese" and "Hand and Soul," "Ecclesiastes" and "The Book of Job," and all the other favorites of the period are there.

So that is how the tradition came to America, was expressed in terms of our national characteristic, publicity, by a master of that intricate art, and set many of us on the road to our own goal. We may well reverse Shakespeare's dictum and let Elbert Hubbard's "good live after him."

Another outstanding figure of the period was utterly dissimilar. With a very modest demeanor, Thomas Bird Mosher of Portland, Maine, devoted many years and an exquisite taste to offering the writings of men who, at the time, were little known. His *forte* was literary content, yet his

ideas of typography were eminently sound, or at least sane, with a distinctly individual character. In his quiet way he did what is perhaps a greater work than Hubbard's for he introduced "fine writing" as well as "fine printing." Many of the most delightful stylists among modern authors came into our ken in the tiny pages of the Bibelot and the Vest Pocket Editions, and the not much larger formats of the Mosher books. How many people there must have been who, thru Mosher's kindly offices, first made acquaintance with William Morris's Romances, Maurice Hewlett's "Earthwork Out of Tuscany," and Fiona Macleod's prose lyrics, to mention only a few viands of the feast.

In typography and format the Mosher books justly may be called both sane and charming. With almost the restraint of Cobden-Sanderson, Mr. Mosher used very little decoration. Even color appears very seldom. And that choice took strength of character and a certain conviction in those days when typography was running pretty wildly to decorative and colorful, even weird, effects. Only two serious faults are evident—type smaller than is comfortable and bindings much too dainty. The former may be overlooked, but the latter forced the books into the gift class, whereas they were fundamentally for reading and should have worn a serviceable library dress.

Coming to the present time, it is interesting to note the curious difference between English and American interpretations of the private press tradition. Over there it is carried on almost entirely by publishers; here, on the contrary, the outstanding names are of printers. Just why this is so is a fertile field for speculation, but national psychology is quite outside the present purpose.

While any attempt or intention to estimate relative importance is emphatically disclaimed, it is a matter of fact that the foremost figures in American book design are Bruce Rogers and D. B. Updike. Because there is so much to say of each they are to have more extended consideration later. The list of others is not long, but a survey of their work discovers an exceptionally high measure of accomplishment. In fact, the revival of fine printing has

progressed so far that only rare masters of the art rise above the general average. San Francisco seems to be a peculiarly fertile spot for cultivating the tradition. John Henry Nash, the Taylor brothers, Edwin H. Grabhorn and the brothers Johnson at the Windsor Press are all located there, earning and receiving recognition for distinguished work.

Edward and Henry Taylor, are commercial printers, who have for many years left a strong impress on the art of fine printing in San Francisco, producing many volumes for private distribution and for libraries and book clubs.

John Henry Nash was at one time a member of the firm of Taylor, Nash & Taylor, and before that the Timoye Press. Some years ago he turned to independent activity, confining his attention almost entirely to fine book-making. That he is working in the tradition of high standards and careful craftsmanship is without question. He is daring in experimentation with decoration and color. Taking advantage of the recognition he had received and the aid of some generous patronage, he has devoted a great amount of time, energy, and money to research in typography and its associated arts and has collected a library of notable printing. He is at present in Germany for that purpose. So far he has not written as much about books and printing as might be expected, but it is to be hoped that he will yet contribute the lore he is accumulating. A large part of Mr. Nash's work is the production of privately printed books and volumes such as he has done for the Book Club of California.

Edwin Grabhorn is very close to the pure tradition in his special books. He and his brother are commercial printers of distinction, and, in addition, one hears of one book or another that they have made with as much careful consideration as was ever bestowed upon the product of a leisurely private press. Sometimes they use the classic black and red and blue, as in the broadsheet specimen here reproduced; in other cases delightful woodcuts are combined with an unusual type face and the pages radiate the joy that went into their making. Perhaps because of their other activities, possibly from choice, they have

not yet attempted any book in the "monumental" manner.

Mr. Grabhorn has been called upon to design recently many volumes for the Book Club of California, and privately printed items, and occasionally publishes a book on his own account. It is quite certain that this imprint will add many more leaves to his well-deserved laurel wreath.

The Windsor Press, where the brothers Johnson devote all their attention to book-making, is rather new, their list starting in 1926. Their statements of ideals ring true, and their books bear witness to the faith (and works) that is in them. The viewpoint from which they approach book-making is well expressed in one of their leaflets: ". . . to print the beautiful book, to create the symphony in type, to handle the tools of his calling with that divine grace reserved only for the lover of his craft; and to find inspiration and guidance and an abiding reverence in those monuments of fine old masters. A new love, a new life—this is the soul of the new Renaissance."

In the East, two printers are not only working in the tradition but are also taking it definitely into the field of commercial book-making. William Edwin Rudge, at Mt. Vernon, N. Y., has produced many fine volumes in the private press tradition in the course of his notable commercial work, in addition to which he has been exceptionally fortunate in having Bruce Rogers associated with him for several years. Mr. Rudge has issued many little volumes for private distribution that have become prized by collectors.

Elmer Adler, founder and director of the Pynson Printers, manifests a notable enthusiasm for fine printing—an interest so keen and active that it is a marked influence in American typography. As a member of a new organization, called the Random House his activities include, in addition to printing, the importation of some fine English books, and the publication of a few extremely interesting items. His press is provided with a beautiful library and exhibit room which has been turned to the fostering of the public interest in fine typography. It is evident that the revival of fine printing has an important contributor in Mr. Adler.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

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15 cents a copy

March 24, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

A Study of Shopping Areas

THE elaborate statistical studies of the advertising agencies furnish valuable suggestions not only for those conducting extensive campaigns but to all who are interested in the marketing problem, Paul T. Cherington, authority on business problems, as Director of Research, has prepared for the J. Walter Thompson Company a very interesting book on "Retail Shopping Areas," a supplement to the previously published study, "Population and Its Distribution."

The charts of this new book have been made according to the probable purchasing power of the different centers, the maps, which are printed in four colors, indicate 683 principal shopping centers, with 642 sub-centers. Study of the statistics is made easy by the maps, which group the importance of these shopping centers in 6 different classes, each one given a different color.

It would be well to have these maps studied by those interested in book distribution to see whether the trading centers of the first class are all provided with bookstores and how many of the second class have them or could be encouraged to have them. Some centers of purchasing power might prove poor book towns, but book service of some kind ought to be made

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available, and, if one kind of bookstore does not do it, another kind should be developed.

To take Indiana for an example. The spots of high retail value as shown by the map are Indianapolis, Fort Wayne, South Bend; Hammond and Gary are tributary to Chicago. Besides this, there are given as in the next grade of retail centers ten cities, including Evansville, Terre Haute, Richmond, Lafayette, La Porte, Elkhart, Bloomington, Muncie, Bedford; and in a third group, Logansport, Huntington, Kokomo, Marion, Anderson, Peru, Columbus, Seymour, Washington and Madison. If these are good centers for merchandise in general, they ought to be reasonably good centers for books now or in the near future, and with single outlets in the smaller centers and duplication giving variety in the larger centers, there would be adequate distribution. Other states would give equally interesting suggestions for possible booktrade expansion if studied in a systematic way.

The Postal Rates Now Proposed

THE Chairman of the House Committee on Post Office and Post Roads introduced on March 21st a revised measure as the result of the series of hearings and conferences. Among the revisions is included a recommendation for a Book Post for libraries only, applying to the first three zones.

The important provisions of the Grist Bill are as follows:

First Class. Private post cards 1c each. Present rate 2c.

A new system for reply cards and envelopes, this reply postage to be collected when received back by the original sender, the amount collected to be not more than 2c per piece.

Second Class. Reading matter, 1½c a pound as now.

Advertising matter:

1st and 2nd zone	new	1 3/4c	now	2c
3rd zone	"	2 1/2	"	3
4th zone	"	4	"	6
5th zone	"	4 3/4	"	6
6th zone	"	5 1/2	"	6
7th zone	"	7	"	9
8th zone	"	7 3/4	"	9

Second Class, Transient. Each 2 ounces 1c. Now 2c.

Third Class. Each 2 ounces, $1\frac{1}{2}$ c as now. Books up to 8 oz., 1c per oz. as now. But a new bulk method with precancelled stamps or without stamps (not less than 20 lbs. at a time or 200 pieces) at the same rate as above. This pound rate for bulk would have the effect of lowering the mailing cost of light circulars weighing less than $1\frac{1}{3}$ ounces.

Fourth Class. Rates from 1st to 3rd zones, as now. Rates from 4th to 8th zones, 1c less.

Local delivery 7c 1st lb. 1c ea. ad. 2lbs.
1st and 2d zones 7c 1st lb. 1c ea. ad. 1lb
3rd " 8c " " 2c
4th " 8c " " 4c
5th " 9c " " 6c
6th " 10c " " 8c
7th " 12c " " 10c
8th " 13c " " 12c

For rural routes 2c less in zones 1-3; 1c less in zones 4-8.

Fourth Class, Library Books. First pound 3c. Each additional pound 2c. This rate for local delivery or zones 1 to 3.

On Buying and Reading Religious Books

“THE director of the religious book department of one of the largest American publishing houses,” says the *Christian Century*, “suggests that it would be a good investment for every church to place in its budget an item of at least fifty dollars a year for its minister to use in buying new religious books, and to exact from the preacher a cast-iron and airtight pledge to use the amount for that purpose and for no other. Along with that goes the suggestion that the minister should be put on his honor to ‘put one dollar’s worth of fresh reading into every sermon.’ Naturally a publisher’s representative may be under suspicion of having a commercial motive in wishing to stimulate the sale of books, so the recommendation must be taken upon its merits. Its merits are considerable. Every minister knows that he needs books, but the need does not always present itself with the same instant urgency as the need to pay the grocery bill or meet the other necessary items of household ex-

pense. What to do when the meager salary will not cover both kinds of needs? Intellectual starvation may be as fatal as the other kind, but it is slower, and the more imminent danger is the one that is usually faced first. Churches which bring themselves to the state of grace implied in such an investment as this in the preacher’s library might as well go a little farther and add another fifty for books for a church library, to consist of books on methods of church work, religious education and those basic and fundamental books which make men more intelligent about the Christian religion and its place in the world. It would be a tremendous stimulus to preaching for the minister to know that there were in his congregation a considerable number of persons who were regularly reading at least one recent religious book each month.”

When the Worm Turns

EVERY bookseller knows his chronic fault-finders, the customers who are never satisfied with the condition of any book delivered. No matter how much pains may be taken in handling stock, these customers will find specks or thumb marks somewhere, a whole pile of books will produce not a single volume that is satisfactory and reordered copies seem to get marred in the mail

This old problem of the retailer has been brought to our attention afresh by reading a copy of a letter which a Chicago bookseller and specialist in religious books sent to a customer when the limit of patience had been reached. After patiently making a third exchange on a Bible, each copy having been to all ordinary purposes perfect, an emphatic paragraph was added to the bookseller’s last letter, “In all our experience, Miss_____, we have never had anyone to deal with who insists on faultfinding to the extent you have. Your first criticism on slightly defective type was absurd, and the second criticism on the lettering does not give any added reason for a complaint. We have again taken the problem of exchange up with the publisher, who will make one more replacement, and beyond this, dear madam, we can do nothing more.”

Boston Booktrade News

Dale Warren

Houghton Mifflin Co.

PEDESTRIANS sauntering—or rather fighting their way—down Bromfield Street are able, by raising their eyes slightly, to contemplate the impressive sign which marks the present location of the Old Corner Book Store. Always interesting to gaze upon, this emblem has undoubtedly attracted more attention during the last three months than ever before. The reason is not far to seek: the sign, in addition to proclaiming the name of the celebrated literary emporium, modestly states that the Old Corner Book Store was "established in 1828"—one hundred years ago. Bookstore centenaries are not so common that they are heard of every day!

ONE of the feature articles in the March number of the *Atlantic Bookshelf* is entitled "Books in Boston: A Profile of Richard Fuller," the work of Edward A. Weeks, formerly a salesman for Boni and Liveright and now Assistant Editor of the *Atlantic Monthly*. In the course of an interesting, readable "true story," Mr. Weeks traces the history of Mr. Fuller's connection with the Old Corner Book Store, sketches the methods he applied to the reorganization of the Doubleday Page bookshops, and discusses his efforts on behalf of more intelligent book censorship in Boston, a subject in which Mr. Fuller has been much interested. Nor does the author neglect to pay homage to his subject's talents for such literary sports as golf, bridge, and fly-fishing.

THE Jordan Marsh Company weekly radio book talks from Station WEEI, which have been given on Sunday afternoons for the past three months, are hereafter to be given at 7:45 on Saturday evenings. These popular book talks, sponsored by Jordan Marsh's book department, are given by John Clair Minot, literary editor of the *Boston Herald*.

DOROTHY FOSTER GILMAN who frequently makes the rounds of the bookshops by way of gathering material for her semi-weekly column, "Bookstall Gossip," in the *Transcript*, reports the following as best sellers: At the Old Corner: "Red Rust" and "Count Luckner, the Sea Devil"; at Butterfield's: "Claire Ambler" and "Mother India"; at Lauriat's: "Claire Ambler," "Mother India," "The Bridge of San Luis Rey" and Ludwig's "Napoleon"; at Jordon, Marsh's: "Red Rust" and "Southern Charm." "Red Rust," by the way, is as frequently as not designated by the enthusiastic customer as "Gold Dust."

CORNELIA JAMES CANNON, the Boston author of "Red Rust" (Little, Brown) spoke on "Creative Writing" at the third of the series of book talks at the Ritz Carlton Hotel, arranged by Helen McGlade of the *Atlantic Monthly* Bookshop. The lecture was followed by a tea, and both were well attended in spite of the inclemency of a Boston March.

AMONG other interesting curios, De Wolfe, Fiske & Co. have been displaying in their windows on Park Street an autograph of Noah Webster. Granted that the Bible is the best of best sellers one wonders where Mr. Webster's little trifle comes in.

THE monthly journal of book news issued by Houghton Mifflin Company, *The Piper*, now appears in a larger format, with more cuts and a greater amount of space devoted to the personalities, habits, and literary methods of well-known authors. Every effort is made to substitute "news" and "human interest" for the conventional "blurb." Individuals in the booktrade who would find *The Piper* of service in connection with their work should send their requests to the Publicity

March 24, 1928

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Department of Houghton Mifflin Company. It will be supplied to them free of charge.

ROGER L. SCAIFE of Houghton Mifflin Company and Alfred R. McIntyre of Little, Brown are spending March in Europe in the interests of the foreign relations of the respective publishing houses. Among the authors whom Mr. Scaife expects to see are: Anne Douglas Sedgwick, Viscount Grey, Harold Nicolson, Ian Hay, Roland Pertwee and Valentine Williams. Mr. McIntyre plans to visit Mr. and Mrs. Hamilton Gibbs, Stephen McKenna, Sylvia Thompson and Oppenheim, among others.

THE Houghton Mifflin—*American Legion Monthly* war novel prize competition, recently announced, is occasioning

a great amount of interest. The prospectus states that the sum of \$25,000 will be awarded to the winner in addition to royalties. Another feature provides that the contest is open to writers of any nationality provided their manuscripts are submitted in English.

IN my January page, I spoke of the pamphlet, "Favorite Books of Famous People," distributed as a stimulus to Christmas sales by the Atlantic Monthly Bookshop. A tabulation has subsequently shown that the books ordered in greatest numbers (as a result of the pamphlet) were "Napoleon," "Revolt in the Desert," "To the Lighthouse" and "The Forsyte Saga." Of the thirty-five authors included, more calls were received for books recommended by Virginia Woolf than by any other "famous" person.

In the Book Market

"THE MARSH ARAB," the book about Haji Rikkan the writing of which Gertrude Bell suggested, will be published shortly by Lippincott. The authors of this authentic tale of an influential marsh Arab under the pseudonym of "Fulanain," are an English civil officer and his wife who have had their fingers on the pulse of affairs in Arabia for many years. But for her untimely death, Gertrude

Bell, who was largely responsible for the present Iraq independence, would have written the preface for their book. Haji Rikkan, a real character, is a combination of peddler and seer. To his confidants, the authors, he has been honest about both Turkish and English rule. Haji Rikkan is a native of the Iraq country now under the protectorate of England and perhaps soon to join the League of Nations ♦ ♦ ♦

Among the seventy-five winners of the Guggenheim Fellowships, announced this



week, were six whose achievement has been in creative literary work: Leonie Adams, author of "Those Not Elect," a volume of verse published by McBride in 1925; Countee Cullen, a young negro poet whose three volumes, "Caroling Dusk," "Color" and "Copper Sun" (Harper) have already won recognition; Eric Walrond, another negro, author of "Tropic Death" (Boni & Liveright) a volume of short stories and "Big Ditch" (Boni and Liveright) to be published this spring; Paul Eliot Green, who won a Pulitzer prize in 1927 for his play "In Abraham's Bosom" (McBride), and has two new books this spring, "Wide Fields" (McBride) and "In the Valley and Other Carolina Plays" (French); Lynn Riggs, dramatist; and Allan Tate, founder and editor of *The Fugitive*, a magazine of verse, and author of "Stonewall Jackson, the Good Soldier" (Minton Balch).

"The fellowships, \$2,500, are awarded only to young scholars and artists who have given unequivocal evidence of marked gift for research or for creative work, and who are engaged in constructive projects requiring special facilities available

abroad," according to the announcement.

Paul Green will use his fellowship to "study at first hand the theatre and drama of continental Europe for the purpose of gaining technical training in creative dramatic work." Countee Cullen will go to Paris to complete a group of narrative poems and the libretto for an opera. Eric Walrond will travel and study in the West Indies for the purpose of obtaining material for a series of novels and short stories depicting life there. ♦ ♦ ♦

A most interesting example of the advantages of friendly adjustment between publishers is the exchange of titles announced by Houghton Mifflin and Doubleday, Doran, an exchange that will be as advantageous to the authors involved as to the publishers. From Houghton to Doubleday are transferred eight titles by Mary Roberts Rinehart including such famous titles as "K" and "Tish" and from Doubleday to Houghton go eleven titles by John Buchan including such successes as "Greenmantle" and "Huntingtower." Old titles can be best kept active by the concentrated attention of one publisher. ♦ ♦ ♦

William Morrow will issue within a week or two a pamphlet on "Rupert Hughes, Historian" which will be free for the asking. It will include a biographical and critical account of Mr. Hughes' work by John Macy, as well as quotations from such critics as Claude G. Bowers, David S. Muzzy and James Truslow Adams. ♦ ♦ ♦

A first edition of Shaw's "Cashel Byron's Profession" sold for \$660 at the American Art Association last week. On the flyleaf Shaw had written:

"This authentic copy of the first edition of 'Cashel Byron's Profession,' reprinted from the type used in the magazine 'To Day' in which it first appeared as a serial, I dedicate to W. O. D. Peterson of Stratford, Iowa, who has sent me a dollar bill. If every other collector of autographs in the United States would do the same I should be a millionaire. Most of them send me only two-cent American postage stamps, which are not negotiable in this country." ♦ ♦ ♦

Sir Sidney Low recently caused a mild sensation at one of the bookshop lectures given at Foyle's, by his assertion that "Tess of the D'Urbervilles" and "Jude the Ob-

scure" showed the least merit of all Hardy's novels. He placed at the top of the list "Far From the Madding Crowd," "The Return of the Native," "The Mayor of Casterbridge" and "The Trumpet Major." ♦ ♦ ♦

The London *Bookman* is conducting a symposium on "The Great Unreadable," a popular dignitary having declared "The Faerie Queen," "Paradise Lost" unreadable, "Paradise Regained" even more so, and Jane Austen, Scott, Dickens, George Eliot, Trollope, all in the same class. Aldous Huxley reads all Milton with pleasure, but Spenser's melodious and empty facility gets on his nerves. That anyone can fail to enjoy Dickens he finds rather extraordinary, nor can he understand the feelings of those who are bored by Jane Austen, but the literary "literariness" of Meredith's style is a torture to him, nor does his substance compensate for his style, and all recent attempts to reread him have ended in more or less speedy defeat. Frank Swinnerton reads all Jane Austen's novels at least once a year and two of them more frequently still. He reads Dickens with pleasure altho he finds himself nowadays like Mrs. Todgers "dodging among the tender pieces" for the laughs rather than reading straight thru. Other authors who are taking part in the discussion are—Philip Guedalla, Margaret Kennedy, May Sinclair, Conan Doyle, Thomas Burke, Warwick Deeping, E. F. Benson, and John Masefield. ♦ ♦ ♦

Christopher Morley heads one of his "Translations from the Chinese" in the *Saturday Review of Literature* "Literary Note"

"A bookseller told me
That after some years of neglect
George Meredith was 'coming back'.
As far as I'm concerned
He never went away."

William Heinemann is publishing an English edition of "Translations from the Chinese" this spring. ♦ ♦ ♦

John W. Hiltman's name appears at the head of the list of contributors to the *Book Binding Magazine* for March. His article consists of extracts from his annual report on the N. A. B. P. promotion work. ♦ ♦ ♦

The Studio Book Shop in West 15th Street, Brooklyn, held a literary symposium of well-known authors on March 3. Nat Ferber, of the New York *American*, author of "Rebel" and "Sidewalks of New York," was chairman. ♦ ♦ ♦

The presidential year has brought forth "The Also Rans, Men Who Missed the Presidency" from the pen of Don Seitz recently published by Crowell. Among the

great names on Mr. Seitz' list are: Burr, Calhoun, Clay, Webster, Douglas, Seward, Greeley, Tilden, Blaine and Bryan. Crowell has also published recently "American Presidents" by Thomas Francis Moran of Purdue University. Meade Minnigerode contributes to the occasion "Presidential Years" covering the period from 1787 thru 1860. His book will be published this month by Putnam. ♦ ♦ ♦

A Critique of Criticism

This is the Second Part of An Article Which Has Been Reprinted From "The Mirrors of the Year" Recently Published By Stokes. The First Part Was Printed in Last Week's Issue

Louis Bromfield

II

PRIZES, best books, Sears and Roebuck literary undertakings—all of these things are possibly part and parcel of the ideals which many of the more dyspeptic European critics claim to be the key to any civilization. If this be so—that everything in America is doomed in time to become standardized, that everything is to be managed on a basis of publicity—then of course we had best accept it and move with our century rather than be crushed by it.

The young men and women who write our publishing and theatrical advertisements have come long ago to understand that there are no words of praise left in the English language which mean anything. Every reader and playgoer knows the phrases: "the most brilliant," "the most amusing," "the most fascinating," "tour de force," "captivating," "clever," "marvelous picture," and what not, always ending up with the old and simple favorite "the Best." They have all been used over and over again on work fine or shoddy, cheap or sincere, until at last they have all gone down in a sloshing sea of nonsense. It may be that in the end the whole problem will solve itself by disgusting every one concerned and that a fresh start will be made. A few more prizes and the public may

come, as it does in France, to believe that everything is a prize book and so in the end discover a need for some new and different means of appraisal. In the meanwhile criticism as such sinks lower and lower.

There are as well many other little signs, some classical in the history of criticism, some peculiar to America, but all much too complicated to take up in a brief article. There is the "criticism" of the crank who believes that because Sargent did not paint like Bracque or Modigliani that he painted nothing but trash; the old gentlemen who believe that nothing but obscenity has been written since the last book of William Dean Howells; the young man who believes that no book but "Ulysses" has any value; the crank who thinks that apples are the only subject worthy of painting; and the crank who believes that any book written about cultivated people must be no better than Robert Chambers' middle period. And so on. These are exaggerations. They are made so deliberately. And in each exaggeration there is a great deal more than a grain of truth.

Then there are two other schools of critics who are American in development,

They might be designated as the wise-crackers and the exhibitionists. In each case the subject under discussion—the play, the book, the picture—is likely to be used only as an excuse rather than as an end. It is the excuse for whole columns full of puns, sometimes good, sometimes atrocious. A whole criticism may be designed simply to set off the pun in the final paragraph. With the exhibitionist he uses the object supposedly under discussion as the spring-board for his own ego. He belongs to the "I know what I like" school of criticism and his articles are full of homely details—what little Jimmie said this morning, what Aunt Irma wore last night and what are the latest bootleggers' quotations. These are the exploiters of the ego and sometimes the well of an ego runs dry. Even Lord Byron's did not suffice in the end and few egos are as interesting as his. Amid all the pleasant chit-chat there appears a casual mention of the object which served for an excuse. There are in these schools a few writers who justify their existence and are worthy to amuse and entertain without even so much as the humble excuse of criticism. They are definitely creators rather than critics, but they are scarce as hens'-teeth.

Certainly those who write of the arts are the last ones in America to take the business of criticism frivolously. With them it is more often than not a sacred flame of which they are the consecrated attendants. The seriousness is true no more of the pompous college professor than of the professional wise-cracker. The whole thing is enveloped in the aura of estheticism. It is taken passionately. When one considers this seriousness and the intensity of a good deal of criticism it is astonishing that its quality is not higher and its content of greater value. It may be, of course, that in a country where every one has a cause, where the tolerant man or woman would be a curiosity, and intolerance is fought by only greater intolerance, it is a waste of time to look for dispassionate valuations. With us as a nation reactions are possibly too violent to permit the slow, sure growth of criticism. Our hatreds either of class or of individual or even of principle still have about them the odor of riots or lynchings. (All of us have seen critical lynchings as well as critical

stampedes to award laurels.) Our violence (and this is certainly true with relation to the arts) seems to increase as we grow older. It may also be that in periods of such strife and stress we may produce great creators and not one critic worth remembering. That is likely to happen. Critics are usually the product of periods of creative inertia when there is time to place upon things their proper value. It may be that the European accusation made so frequently against us—that we are a nation used to doing things in crowds—is true and that our critics run, too, in packs, now this way, now that, always with noses twitching for a new scent, changing their courses as the fashions change. It may be, too, that we lack as a nation any class—such, for example, as that turned out each year from Oxford and Cambridge—with a background sufficiently rich to provide standards of criticism. Barring from the discussion the case of any individual critic, I think it can be said in all truth that our contemporary criticism is not worthy of our contemporary creative effort, and that if we are to assume there is in criticism that value known as guidance, we have no guide at the moment. We have rather passions, intolerance, wise-cracks, exhibitionism, criticism without background or standards, and a great deal else, but very little cool and considered judgment, written with humor, detachment, sympathy, penetration and authority.

It is impossible to deny the title of critic to the reformer, the crank, the wise-cracker, the small-town spinster, or the exhibitionist. At the moment any one who calls himself a critic must be one. There is no border line, no line where the one thing begins and the other ends. It may be that in the end we are moving into an age where there will be no need for contemporary criticism, when we shall have only prizes and publicity and everything will be "the best" or "the worst." If we are taking criticism seriously as worth something to ourselves and to our future, then all this is worth speculation. If the idea of criticism is merely a thing to jest about, then that is something else again. It may be eventually that it will all have the interest of *Confessions*, *True Stories*, and the *Tabloids*.

Canadian Copyright

THE LADNER Copyright Bill, which is before the Canadian Parliament, will not receive attention, according to a report of the Canadian Authors' Association, until after the meeting of the Berne Convention in Rome on May 8th, at which time revisions of the international copyright code will be considered. One of the proposals is that the privilege of a country not a member of the Union of obtaining copyright by having first publication in one of the Union nations would be withdrawn. This would mean that American authors who now obtain copyright in Europe by publication in England would thereafter have to publish in each country where copyright was desired.

Prayer Book in Its Final Form

THE new Prayer Book was issued Saturday in the final form in which it will reappear for ratification or rejection in the House of Commons. The House of Bishops and the Church Assembly have revised the Book since its recent rejection in Parliament. The formal consent of the Church of England convention must be obtained, and the prescribed petition of the church assembly's approval will be made on April 28. The revisions in the book are designed to remove the doubts and suspicions of the Protestant wing. Daily prayer for the King is made more obligatory than ever emphasizing the traditional association of church and state. The so-called Black Rubric which prohibits "adoration of any corporeal substance" is printed in both forms of the communion. Variable rules have been translated into rubrics for the restriction of the reserved Sacrament for the use of the sick. The bishops have been at pains to emphasize that the sacred elements are reserved "only for the communion of the sick and used for no other purpose whatsoever."

No one ventures to predict how the Commons will vote upon this revised text. There will undoubtedly be a struggle. There will be some of course who will want to abandon the Book. And some Anglo-Catholics have been alienated by the revisions. Supporters of the Book feel that they now have an easier Book to defend.

April Book-of-the-Month

"THE Hotel" by Elizabeth Bowen published for the trade by The Dial Press is the April selection for the Book-of-the-Month Club. Their bulletin carries, under the monthly heading An Outstanding Older Book, a review of Hardy's "Far From the Madding Crowd" by Dorothy Canfield.

Book Advertising as the Business Man Would Do It

PAUL M. MAZUR, a New York banker, has written a book called "American Prosperity, Its Causes and Consequences" (*Viking Press*). The interesting part of the selling campaign for this book is that the manuscript has been studied by the famous advertising firm of N. W. Ayer & Company, which has laid out an advertising campaign from the point of view of an agency whose chief business is with other types of merchandise, with Camel cigarettes, Ford automobiles, etc. Ayer's recently received the Bok Prize for the arrangement of a Ford advertisement.

The first advertisement of the book, after the trade announcement in *Publishers' Weekly* insert was in the *Times* Book Review of March 18th, the first of four full page insertions. The feature of the advertisement is that a photograph of the book is the only mention of its title and the chief text emphasis is two lines designed to catch the reader's attention, "Banker writes amazing book on coming revolution in business." Then seven questions invite continued attention to the book's contents. The author is given considerable prominence in the layout, and the coupon to be used is addressed to either the bookseller or the publisher.

The identical advertisement, reset in smaller type, is being used in *Advertising and Selling, Printers' Ink* and in eight magazines in which book advertising is commonly displayed, and, reset in two-column form, is going into the *Wall Street Journal, Journal of Commerce, Women's Wear, Time, Forbes Magazine, Nation's Business, Magazine of Business, Sales Management, Printers' Ink Monthly* and the financial columns of half a dozen papers.

Medal for Best Book for Parents

THE second yearly award of a medal presented by *Children, The Magazine for Parents* for the best book for parents has been awarded to Dr. Douglas A. Thorn, Director of the Division of Mental Hygiene of the Massachusetts Department of Mental Diseases, for his book "Everyday Problem of the Everyday Child" published by Appleton, \$2.50.

The medal, which has been designed by Jessie Gillespie bears the inscription "Puer melior—civis optimus" or "The better the child—the better the citizen."

The recipient of the Medal in 1926 was Angelo Patri for "The Problems of Childhood."

Record of American Book Production, February, 1928*

CLASSIFICATION	New Publications			By Origin			Total	
	New Books	New Editions	Pamphlets	English And other Foreign Authors				
				American Authors	American Manufacture	Imported		
Philosophy	16	3	1	15	2	3	20	
Religion	66	7	7	63	—	17	80	
Sociology and Economics	27	—	9	28	2	6	36	
Law	11	3	—	14	—	—	14	
Education	15	1	6	21	—	1	22	
Philology	21	6	2	12	7	10	29	
Science	30	2	2	25	—	9	34	
Technical Books	18	6	5	23	—	6	29	
Medicine	23	8	3	31	—	3	34	
Agriculture	4	—	6	8	—	2	10	
Domestic Economy	2	1	—	3	—	—	3	
Business	12	—	—	10	—	2	12	
Fine Arts	11	2	2	8	—	7	15	
Music	4	—	1	5	—	—	5	
Games	7	—	4	10	—	1	11	
General Literature	25	5	2	22	1	9	32	
Poetry-Drama	40	14	41	73	7	15	95	
Fiction	100	43	—	99	27	17	143	
Juvenile	32	1	1	29	1	4	34	
History	41	8	2	36	2	13	51	
Geography	19	14	1	19	4	11	34	
Biography	52	5	3	41	3	16	60	
Miscellaneous	1	—	3	3	—	1	4	
	577	129	101	598	56	153	807	

* In February, 1927, 618 new books, 85 new editions, 70 pamphlets, a total of 773, were recorded.

\$400 in Three Cash Prizes

ANE GREY'S Novel "Nevada" published by Harper is to be the subject of a Window Display Contest from April 3rd to May 1st.

The prizes are, 1st—\$250; 2nd—\$100; 3rd—\$50. They will be awarded for the window containing the *best selling idea*. Photographs should reach Harpers, 49 East 33rd Street, New York City, not later than May 20th. Winners will be announced June 10th.

The judges are Frederic G. Melcher, Editor of the *Publishers' Weekly*, W. A. McDermid, of Garner & Co., and Charles H. Denhard, of Charles H. Denhard Advertising Agency.

April 3rd is the date of the publication of "Nevada."

Prizes for Easter Window Display of Oxford Bibles

AS an added incentive to the custom of displaying Bibles in store windows during the later Lenten season the Oxford University Press is offering for the most attractive displays of Oxford Bibles shown between March 25th and April 17th, three prizes in the amounts of 1st—\$75; 2nd—\$40; 3rd—\$30.

Marion Humble of the National Association of Book Publishers is the judge. Originality, attractiveness and selling quality will be the three main points of credit. Prizes will be awarded April 21st.

Each contestant must submit to the Oxford University Press, American Branch, 35 West 32nd Street, New York City marked "Window Display Contest" a photograph clearly marked on the back with his name, address, period display shown and person to whom prize should be sent. \$2.00 will be paid for all photographs not taking prizes.

The Oxford University Press will be pleased to furnish showcards for this display on request.

And Many Are Not

MANY Bostonians are reading the installments of the serialization in the *Bookman* of Upton Sinclair's "Boston: A Contemporary Historical Novel."

Fraud

THE Columbia University Press Bookstore has been defrauded on two checks presented for books and drawn on the American Exchange National Bank by W. W. Cullen and C. C. Bailey, both apparently in the same handwriting.

Women Voters Recommend Books

THE most recent books recommended by the National League of Women Voters are those which supplement the topics "Power and the Public," and "How We Nominate Our Presidents." These books were emphasized in the League's Radio Voters' Service on March 13th, and on March 27th.

On the topic "Power and the Public" March 13 the books are:

"Main Street and Wall Street" by William Zebine Ripley. *Little* 1927, \$2.50

The last three or four chapters are on light, power, and public utilities.

"Superpower" by W. S. Murray. *McGraw-Hill*. 1926

The author is violently opposed to government ownership or regulation.

On March 27th the subject for the Radio talk will be, "How We Nominate Our Presidents," and the books recommended are:

"The Presidential Primary" by Louise Overacker, *Macmillan*. 1926.

"American Parties and Elections" by E. M. Salt, *Century*. 1927.

Communications

INCREASING NEED OF BOOKS ON AVIATION

Wichita City Library,
Wichita, Kansas.
March 12, 1928.

Editor, *Publishers' Weekly*:

Our town is becoming so "air minded" that we are now having many requests—several each day—for "aviation stories." We think if we had them they would almost rival the "western stories" and "mystery stories" in steady demand.

But we can't find any real novels that have anything to do with aviation. We have made a list of books including Lind-

bergh's "We," but made up mostly of personal narratives of the war. And there seems to be almost no fiction with aviation background.

Could you suggest to some of the publishers that this is a new field for "books that need to be written"? What is wanted are stories about flying and aeroplanes in every day life. Not war stories or military exploits.

In Wichita there are now six aeroplane factories, so perhaps the interest is more pronounced than in most towns.

But there is romance in the development of this new industry? And surely flying is now becoming general enough to justify a few good novels in which it is at least mentioned?

RUTH E. HAMMOND, *Librarian*.

MORE THAN TWO BOOKS IN GREENFIELD

The Hampshire Bookshop Inc.,
Northampton, Mass.,
March 19, 1928.

Editor, *Publishers' Weekly*:

We can easily prove that there are more than two books in Greenfield, Massachusetts. Therefore, the Hampshire Bookshop feels that it must come to the rescue of this lovely town in the Connecticut Valley, only twenty miles away from Northampton.

Doubtless we are one reason why the misrepresentations of the Literary Guild have not got across to more people in Greenfield and this vicinity. Some of our most valued customers come from Greenfield, as it is only one-half hour by motor from Northampton, and last Christmas season this Bookshop picked itself up and had a holiday display and sale of Christmas books at the home of one of our friends for the convenience of Greenfield's book lovers.

The real book lover, apparently, in Greenfield as elsewhere likes to make his own choice, and, fortunately, has plenty of opportunity to do so in Northampton, the home also of Bridgman and Lyman. The surrounding towns look to us for book service, and we should be made very happy by the fact that the Literary Guild can get only two books into Greenfield, Mass.

MARION E. DODD,

Changes in Price

FREDERICK A. STOKES COMPANY

"The Efficient Secretary" by Spencer, increased to \$1.75.

D. APPLETON & COMPANY

F. Shay: "One Thousand and One Plays for the Little Theatre," from \$1.00 to \$1.50.
F. Shay: "A Guide to Longer Plays," from \$1.00 to \$1.50.

CHARLES SCRIBNER'S SONS

The price per volume of Macquoid's "The Dictionary of English Furniture" will be net \$40.00 or \$120.00 for the set.

Personal Notes

CHARLOTTE BOARDMAN ROGERS is still head of the Educational Department of E. P. Dutton & Co., and her new venture, the Seven to Eleven Book Loft, supplements her daytime job instead of supplanting it, as was recently reported in the *Weekly*. The Book Loft is at 50 East 96th Street.

RICHARD G. MONTGOMERY, assistant manager of the J. K. Gill Company of Portland, Oregon, has been conducting a very successful series of book reviews over the radio for over three years. The talks have been broadcast from KGW on Tuesday at 7:45. This period has now been changed to Wednesday, but they will continue in the same vein. The talks have been much appreciated by book loving people of the Pacific Coast.

CEDRIC ELLSWORTH SMITH of the Edwin Valentine Mitchell Bookshop in Hartford has sailed for England on a book buying trip, and will include Paris in his buying itinerary.

O. T. HARRIS of 381 Fourth Ave., New York, sailed for London March 3rd. Mr. Harris will be at Belgravia Hotel, London, for some time looking after single volumes or sets for mail order and subscription offerings.

W. G. LYON and W. FITZSIMMONS, Directors of The Talbot Press, Ltd., the Educational Company of Ireland, Ltd., and the Phoenix Publishing Company, Ltd., hope to visit the United States and Canada early in April. The Talbot Press has recently taken over the publications of Martin Lester, Ltd., and Maunsell & Roberts, and is now the largest publishing firm in Ireland.

Business Notes

ATLANTA, GA.—The Cole Book & Art Company, formerly at 157 Whitehall Street, is now located at 247 Peachtree Street.

CHICAGO, ILL.—Edward J. Flynn, 1315 Garland Building, has purchased the books, plates and copyrights of the Universal Press, Inc., St. Charles, Ill., and will hereafter sell these publications.

KANSAS CITY, Mo.—J. I. Billman has opened a bookshop under the title of Book Nook Library, at 3971 Main Street.

MANCHESTER, N. H.—A Lending Library was opened here last fall under the name of W. C. Watts Lending Library, at 28 Amherst Street.

NEW YORK, N. Y.—The Book Shop at 158 Lawrence Street, formerly known as the Raven Book Shop, will in future be known as the Lawrence Book Shop.

NEW YORK, N. Y.—The permanent address of Louis Carrier & Co., publishers, is 33 East 10th Street.

NEW YORK, N. Y.—The A. B. A. offices, Clearing House and Consolidated Warehouse have moved to larger quarters at 32 University Place.

OGDEN, UTAH.—Lizette Maginnis has opened a circulating library at 2971 Washington Avenue called The Home Library.

PARKERSBURG, W. VA.—H. P. Dils and Son, Co., at 211 Sixth Street, have not, as has been reported, a book department.

PONCA CITY, OKLA.—R. E. Morrison & Co. have been adjudged in bankruptcy.

SARASOTA, FLA.—Ida Smith Hemingway, doing business under the name of The Hemingway and Antique Shop, has succeeded the Don Quixote Book Shop at the Edwards Theatre Building.

SEATTLE, WASH.—A Lending Library called the Book Mint has been opened at 710 E. Pine Street.

YOUNGSTOWN, O.—New, old, and rare books may now be procured at the Random Book Shop, 116 Wick Avenue, from Ralph Waldhorn.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (21mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Acosta, Mercedes de [Mrs. Abram Poole]

Until the day break. 314p. D c. N. Y. \$2
Longmans

Convinced that individuality is the one thing that really matters, Victoria Frost breaks from her conventional husband in order to be true to herself.

Adams, Roy E.

Practice problems in arithmetic; grades: three-six. 240p. D [c. '28] Evanston, Ill., Row, Peterson & Co. 80c.

Ashby, Douglas

Things seen in Switzerland in summer. 157p. il. map T (Things seen ser.) [n. d.] N. Y., Dutton \$1.50

A description of its valleys and mountains, ancient towns and picturesque customs.

Aspinall, Algernon Edward

A wayfarer in the West Indies. 254p. il. D (Wayfarer ser.) '27 Bost., Houghton \$3

Atkey, Bertram

The midnight mystery. 236p. D c. N. Y., Appleton \$2

Eerie happenings in an old wooded region of England and the discovery that a girl has been murdered bring Prosper Fair on the scene to solve the mystery.

Ayres, Ruby Mildred [Mrs. Reginald William Pocock]

The man the women loved. 291p. D (Popular copyrights) [c. '26] N. Y., Grosset 75c.

Baldwin, Charles Sears

Medieval rhetoric and poetic (to 1400), interpreted from representative works. 338p. (bibl.) D c. N. Y., Macmillan \$2.50

Balfour-Browne, William Alexander Francis

Insects. 256p. (3p. bibl.) S (Home univ. lib. of modern knowledge, no. 125) [c. '28] N. Y., Holt \$1

Akeley, Carl Ethan

Taxidermy and sculpture; the work of Carl E. Akeley in Field Museum of Natural History, Chicago. 100p. il. F [c. '27] Chic. Field Mus.

Barns, Charles Edward
One thousand and one celestial wonders, as ob-

Barker, Rear-Admiral Albert S.

Everyday life in the navy. 430p. il. D [c. '28] Bost., Badger \$5

The autobiography of Rear-Admiral Barker who served in our Navy from the time of the Civil War until his retirement in 1905.

Barton, Bruce

The man nobody knows; a discovery of the real Jesus; [special ed.] 219p. D [c. '24, 25] N. Y., Grosset \$1

Beatty, Arthur, ed.

Romantic poetry of the early nineteenth century. 571p. S (Modern student's lib.) [c. '28] N. Y., Scribner \$1.25

Beaven, Albert William, D.D.

Putting the church on a full time basis. 264p. il., diagrs. D c. Garden City, N. Y., Doubleday, Doran \$2

The author is pastor of the Lake Avenue Baptist Church, Rochester, N. Y., where he has tested many new experiments in church administration and religious education.

Beck, Mrs. L. Adams [E. Barrington, pseud.]

The way of power; studies in the occult. 291p. D '28 c. '27-'28 N. Y., Cosmopolitan Bk., \$2.50

An interpretation of the mysteries which come out of India, by one who is a convert to the Yoga system of mental and physical discipline.

Benn, John A.

Columbus—undergraduate. 148p. D '28 Phil., Lippincott bds. \$2

A young Englishman's impressions of American university life, gained from a year at Princeton.

Berry, Richard James Arthur, M.D.

Brain and mind, or, The nervous system of man. 620p. (5p. bibl.) diagrs. O c. N. Y., Macmillan \$8

served with home-built instruments. 273p. (3p. bibl.) il., diagrs., pt. col.) S '27 c. Morgan Hill, Cal. [Pacific Science Press] \$2.50

[Beaton, Kenneth C.]

I thank you! first crop; by K. C. B. 96p. front. (por.) O [c. '27] Hollywood, Cal., author, 811 Taft Bldg. pap. \$1

Bible

The living Bible; being the whole Bible in its fewest words; ed. by Bolton Hall. 423p. O c. N. Y., Knopf \$6

The Scriptures in condensed form, omitting only repetitions, ceremonial details, most genealogies, land boundaries, and matter that is no longer of general interest.

Blyton, Enid

Silver and gold. 128p. il. (pt. col.) O [n. d.] N. Y., Nelson \$2
Poems and pictures for children.

Boulin, Pierre

L'organisation du travail dans la région envahie de la France pendant l'occupation 181p. maps O (Economic and social hist. of World War) ['27] New Haven, Conn., Yale pap. \$1.50

Brady, Muriel

Genevieve Gertrude, herself and her book. 305p. il. D c. N. Y., Appleton \$2
An amusing chronicle of Genevieve Gertrude and her young companions of Grade 5.

Brewer, Ebenezer Cobham

Brewer's dictionary of phrase and fable; new rev. ed. 1158p. O '27 Phil., Lippincott buck., \$6

Broder, William Albert

The oracle anthology of poetry, 1927. 120p. D '27 Gloucester, Mass., Author \$2.50

Brousseau, Kate

Mongolism. 203p. (bibl.) O '28 Balt., Williams & Wilkins \$4.50

Bryan, John Thomas Ingram

The civilization of Japan. 256p. (1p. bibl.) S (Home univ. lib. of modern knowledge, no. 127) c. '28 N. Y., Holt \$1

Buchan, John

The half-hearted. 383p. D '28, c. '00, '28 Bost., Houghton \$2.50
One of the author's earlier novels, which has long been out of print.

Büchner, Georg

The plays of Georg Büchner; tr. by Geoffrey Dunlop. 274p. (bibl.) front. (por.) D '28 N. Y., Viking Press bds. \$2.50

Three plays by a German playwright of the 19th century, with a biography and historical notes by the translator.

Buck, Carl Darling

Introduction to the study of the Greek dialects; rev. ed. 366p. (bibl. notes) map (col.), diagrs. O (College ser. of Greek authors) [c. '28] Bost., Ginn \$7.50

Bullen, John Rivenor

White fire [verse]. 86p. front. (por.) O '27 c. Athol, Mass., Recluse Press \$2

Billen, A. V., D.D.

The old Latin texts of the Heptateuch. 242p. O '27 N. Y., Macmillan \$5

Bridges, Robert

The influence of the audience on Shakespeare's

Bulley, Margaret H.

A simple guide to pictures and painting. 256p. (bibl.) il. (pt. col.) D (Simple guide ser.) ['27] N. Y., Dutton \$3

Covering the field of painting from the Middle Ages to the present.

Burroughs, Edgar Rice

The outlaw of Torn. 298p. D (Popular copyrights [c. '27] N. Y., Grosset 75c.

Burroughs, John

My dog friends; ed. by Clara Barrus. 122p. il. D '28 c. 75-'28 Bost., Houghton bds. \$1
Friendly sketches of dogs owned by the great naturalist during his long life, together with studies of dog nature.

Cable, Mildred, and French, Francesca

Through jade gate and central Asia. 320p. il., map D '27 Bost., Houghton \$3.50
Describing the first trip across the Gobi Desert ever made by western women.

Campbell, Lang

The dinky ducklings [3rd ed.] 38p. il. (col.) D [c. '28] Joliet, Ill., Volland bds. 65 c. bxd.

Carleton, Will

Over the hill to the poor-house, and other poems. 303p. front. (por.) D '27 N. Y., Harper \$2

Carter, Louise

Bible jingle rhymes. 200p. il. (pt. col.) O [c. '28] N. Y., Nelson \$2

Cartwright, Zack

Wapoose. 311p. D [c. '28] N. Y., Holt \$2
The adventures of Sergeant Lynch of the Mounted Police in Alaska.

Carver, Thomas Nixon, and Lester, Hugh W.

This economic world and how it may be improved. 438p. front. (col.) diagrs. O c. Chic., A. W. Shaw \$4

Chambers, Merritt Madison

"Every man a brick!" the status of military training in American universities. 100p. (bibl.) il. O [c. '27] Bloomington, Ill., Public School Pub. Co. \$1.50

Chilton, Eleanor Carroll, and others

Fire and sleet and candlelight. 79p. O c. N. Y., John Day bds. \$2

A new type of anthology, presenting three groups of poems by three friends—Eleanor Carroll Chilton, Herbert Agar and Willis Fisher.

Chinard, Gilbert

Petite histoire des lettres françaises. 336p. il. map. D [c. '28] Bost., Ginn \$1.48

Christie, Mrs. Agatha Miller

The mysterious affair at Styles; a detective story. 296p. D (Popular copyrights) [c. 20] N. Y., Grosset 75c.

drama. 40p. D (Collected essays, papers, etc., no. 1) [c. '27] N. Y., Oxford \$1

Cuff, Noel Buford

The relation of overlearning to retention. 330p. O (Contribs. to educ. no. 43) '27 Nashville, Tenn., Geo. Peabody College for Teachers apply

Clifford, Chandler Robbins
Period furnishings; 4th ed., rev. 246p. (bibl.) il. F [c. '27] N. Y., Clifford & Lawton, 373 4th Ave. fab. \$10

Collins, Archie Frederick
Boys' and girls' book of indoor games. 227p. il., diagrs. D c. N. Y., Appleton \$2

Comstock, Mrs. Harriet Theresa Smith
Joline. 387p. D (Popular copyrights) [c. '25] N. Y., Grosset 75 c.

Converse, Paul Delany
Selling policies. 723p. O '27 c. N. Y., Prentice-Hall \$5
A detailed discussion of selling policies with examples of the policies employed in organizations founded by Henry Ford, Andrew Carnegie, John Wanamaker and others.

Cooke, John D., ed.
Minor Victorian poets. 652p. S (Modern student's lib.) [c. '28] N. Y., Scribner \$1.25

Coolidge, Porter B.
Songs from the last west. 102p. front. O [c. '28] Bost., Christopher Pub. House \$1.50

Craig, Robert Alexander
Common diseases of farm animals; 4th ed., rev. 344p. (bibl.) il. (col. front.) O (Lippincott's farm manuals) [c. '27] Phil., Lippincott \$3

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Sam Houston, colossus in buckskin. 340p. il. O c. N. Y., Cosmopolitan Bk. \$3
The biography of the dominating figure in Texas history.

Damon, Samuel R.
Food, infections and food intoxications. 266p. (bibl. O '28 Balt., Williams & Wilkins \$4

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Eilean More. 299p. D c. N. Y., Longmans \$2
Evan Urquhart St. Eilean More, last of his line, defends his heritage to a tragic end.

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The new agriculture; 2nd ed., rev. 497p. (bibls.) il., maps, diagrs. O [c. '27] Phil., Lippincott \$1.80

De Sélincourt, Basil
Pomona, or, the future of English. 52p. T (To-day and to-morrow ser.) [c. '28] N. Y., Dutton \$1
The author concludes that language is the product of thinking.

Dell, Ethel May [Mrs. G. T. Savage]
A man under authority. 428p. D (Popular copyrights) [c. '25] N. Y., Grosset 75 c.

Dry Goods Economist
Advertising ideas and selling plans; 3rd ed. by Guy Hubbard, and others. 100p. il., diagrs. F [c. '27] N. Y. [Textile Pub. Co., 239 W. 39th St.] pap. \$2.50

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Elementary building science. 160p. diagrs. O (Oxford technical pub'n.) '27 N. Y., Oxford \$2.50

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The building of cultures. 322p. (bibl. footnotes) diagrs. maps. O c. N. Y., Scribner \$4
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Doran, Herbert B., and Hinman, Albert G.
Urban land economics. 586p. (bibl. footnotes) diagrs. maps. D (Land economics ser.) c. N. Y., Macmillan \$4

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Bright world [verse]. 89p. D [c. '27, '28] N. Y., H. Vinal bds. \$1.50

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A sociological philosophy of education. 574p. (bibl. footnotes) D (Modern teachers' ser.) c. N. Y., Macmillan \$2.50

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The voyage of the Norman D., as told by the cabin-boy. 262p. D c. N. Y., Knopf bds. \$2.50
A thirteen-year-old girl, author of "The House Without Windows," writes her own vivid account of a summer voyage on the schooner "Norman D." from New Haven to Nova Scotia.

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Catullus and Horace; two poets in their environment. 291p. O [c. '28] N. Y., Holt \$3
The author is professor of Latin in Johns Hopkins University.

Gantillon, Simon
Maya; a play in a prologue, nine scenes and an epilogue; tr. by Ernest Boyd. 147p. D c. N. Y., Baker & Taylor Co., 55 Fifth Ave. pap. \$1.50
A play of the red light district in Marseilles, recently produced in New York and praised by the critics but closed by the censors. Published by the Actor-Managers, Inc.

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A son of the middle border. 467p. D (Novels of distinction) [c. '14, '17] N. Y., Grosset \$1

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The triumph of an Indian widow; the life of Pandita Ramabai. 72p. il. D [c. '28] N. Y., Christian Alliance Pub. Co. pap. 50c
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Gilbert, Jesse V., M.D.

Singing sands [verse]. 145p. il. D [c.'28]
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Mo., Concordia Pub. House fab. \$1.75

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Hallock, Gerald Benjamin Fleet, D.D., comp.

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book of suggestion, homiletic, illustrative and
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Radio engineering principles; 2nd ed. 301p. il. O '28 N. Y., McGraw-Hill \$3.50

Laughlin, Clara Elizabeth
So you're going to Rome! and if I were going with you these are the things I'd invite you to do. 417p. il. S '28, c. '25, '28 Bost., Houghton \$3; 1ea., \$4
Contains material previously used in "So You're Going to Italy!" revised and with a great amount of new matter added.

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Modern life and thought. 237p. front. D [c. '28] N. Y., Century \$1.10

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Outlines of corporations. 86p. O (Outlines for review ser.) [c. '27] Brooklyn, N. Y., Amer. Law Bk. Co., 272 Flatbush Ave. Extension apply
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The skull of Swift; an extempore exhumation. 347p. il. O [c. '27, '28] Ind., Bobbs-Merrill bds. \$3.50
A biography of Jonathan Swift.

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The sword lily [fiction]. 123p. D [c. '28] Bost., Meadar Pub. Co., 27 Beach St. \$1.50

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Mantrap. 308p. D (Popular copyrights) [c. '26] N. Y., [Grosset] 75c.

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The Chatterlings; il. by the author [4th ed.]. 96p. il. (col.) O [c. '28] Joliet, Ill., Volland bds. \$1.25 bxd.
A gay little tale for youngsters about Prince Tip o' Tongue who, to please the old King of Chatterland, must find two words that mean exactly the same thing.

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The murder of Ivy's husband causes a sensation in London society.

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Lays of a country lawyer. 117p. front. (por.) D [c. '28] Bost., Christopher Pub. House \$1.50

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The far call. 284p. il. D '28 c. '27, '28 N. Y., Cosmopolitan Bk. \$2
Modern piracy in the North seas.

Martindale, Charles O'Neale, D.D.

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Martindale, Rev. Cyril Charlie

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Color of water [verse]. 75p. D c. N. Y., Brentano's bds. \$1.50

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Romances of Herman Melville. [7 v. in one] 1672p. O '28 N. Y., Pickwick Publishers fab., \$6; lea., \$8, bxd.

Miller, B. V., D.D.

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Miller, Elva E.

Town and country. 224p. O c. Chapel Hill, N. C., Univ. of N. C. Press \$2

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Being a revised and enlarged edition of "The Ottoman Empire, 1801-1913." \$5.25

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A book for business men and for economists. \$7

Montalembert, Charles Forbes René de Tyrone, comte de

Saint Columban; English ed. by Rev. E. J. McCarthy. 259p. (8p. bibl.) front. D [27] St. Columban, Neb. Soc. of St. Columban \$1.85

Morand, Paul

The living Buddha; tr. by Madeleine Boyd. 287p. D [c. '28] N. Y., Holt \$2.50

The young Prince Jali tries the civilization of the West, but returns to his own ancient culture and religion.

Moret, Alexandre

The Nile and Egyptian civilization [tr. by M. R. Dobie]. 526p. (2p. bibl.) il. maps O (Hist. of civilization) '27 N. Y., Knopf \$7.50

Morrow, Honoré McCue Willsie

Mary Todd Lincoln; an appreciation of the wife of Abraham Lincoln. 248p. il. O c. N. Y., Wm. Morrow \$2.50

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Our continent and its neighbors; an American geography [rev. ed.] 171p. il. (pt. col.) maps (pt. col.) D [c. '24, '28] Phil., Franklin Pub. and Supply Co. 88 c.

visors and executives. 69p. O '27 N. Y., Author apply

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b'kshelf) c. Garden City, N. Y., Double-
day, Doran \$1.50

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millan \$3
The biography of an English scholar, who carried
on his research in spite of a life-long paralysis.

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Black April. 315p. D (Novels of distinc-
tion) [c. '27] [N. Y.] Grosset \$1

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man Catholic emancipation. 350p. il. O '28
N. Y., Macmillan \$4.25

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Michigan Methodist poets. 202p. O [c. '27] N. Y.,
Methodist Bk. \$1

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Seat weaving; enl. ed. 88p. il. D [c. '28] Peoria,
Ill., Manual Arts Press apply

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The use of research in sales analysis. 16p. Q

Phillip, Alban M.
The prison-breakers. 292p. il. O [n. d.]
N. Y., Holt \$3
The stories of seven men who made hazardous and
historic escapes from prison.

Powys, Theodore Francis
Mr. Weston's good wine. 325p. il. O c.
N. Y., Viking Press \$3.50
Mr. Weston dispenses life's intoxicating wines to
the habitants of a small English village.

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Christianity and social problems. 271p.
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of So. Bapt. Convention \$1.60

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Latin America in world politics; an outline
survey. 286p. (bibl. footnotes) maps O c.
N. Y., Knopf \$3.50

Rolfe, William James
A satchel guide to Europe; rev. and enl. by
William D. Crockett; 48th annual ed. 702p.
maps S '28 c. '27-'28 Bost., Houghton
\$5; lea. \$6.50

Russell, A. L. W.
Architecture. 272p. (2p. bibl.) il. diagrs. D
(Simple guide ser.) [c. '27] N. Y., Dutton \$3
An outline of the development of architecture.

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George Nicolson]**
Aphra Behn, the incomparable Astrea. 177p.
(2p. bibl.) front. (por.) D (Representative
women) c. N. Y., Viking Press \$2
This biography of the first English authoress is
one of the first volumes in a new series of biogra-
phies of representative women of all ages.

Salvatorelli, Luigi
The life of St. Francis of Assisi; tr. by
Eric Sutton. 313p. O c. N. Y., Knopf \$4

Sangster, Mrs. Margaret Elizabeth Munson
Happy school-days. 271p. S '27 c. '09, '27
St. Louis, Mo., Concordia Pub. House \$1.25
Practical advice to school girls on the conduct of
life, first published in 1909 by Forbes & Co.

Saunders, Kenneth James
The gospel for Asia; a study of three re-
ligious masterpieces: Gita, Lotus and Fourth
Gospel. 260p. (bibl. notes) O c. N. Y.,
Macmillan buck. \$2.50

Scoville, Samuel, jr.
Lords of the wild; il. by Charles Livingston
Bull. 246p. D c. N. Y., Wm. Morrow \$2
Thirteen gripping stories of wild animals.

(Reports on applying research to sales, no. 1) [n. d.]
N. Y., Metropolitan Life Insurance Co. pap. apply
Popular Mechanics boat book; rev. ed. 87p. il.,
diagrs. O [c. '27] Chic., Popular Mechanics Press
pap. 50c

Raby, F. J. E.
A history of Christian-Latin poetry from the begin-
nings to the close of the Middle Ages. 504p. O '27
N. Y., Oxford \$7

Seitz, Don Carlos

The "also rans." 380p. il. O [c. '28] N. Y.,
Crowell \$3.50

Stories of great men from Aaron Burr to William Jennings Bryan, who were defeated in the presidential race.

Shaw, Charles Gray

The low-down [il. by Peter Arno]. 295p.
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Intimate and amusing sketches of current celebrities, in which personal idiosyncrasies do their bit in making vivid characterizations.

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il. (col. front.) O '28 [Garden City, N. Y.,
Doubleday, Doran] \$6

A companion volume to the author's "Southern Baroque Art."

Smith, George D., D.D.

An outline of Catholic teaching. 105p. S
(Treasury of faith ser. 2) c. N. Y., Mac-
millan 60c.

Soares, Theodore Gerald

Religious education. 356p. (6p. bibl.) D
(Univ. of Chic. pubns in religious educ.)
[c. '28] Chic., Univ. of Chic. Press \$2.50

An expansion of the Earl lectures delivered at the Pacific School of Religion, Berkeley, California, in February, 1927.

Somerville, George Gerald

Stones [verse]. 43p. D [c. '27] Bost., Four
Seas bds. \$1.50

Stanley, Isabelle

Stories and essays. no. p. il. O '27 New
Britain, Conn. [Author, 71 Pearl St.] bds. \$2

Taylor, Suzanne

Youth's enchantment. 42p. il. D c. Bost.,
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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

THE library of Donald S. Friede of this city, comprising 505 lots, many modern first editions, sold at the Anderson Galleries March 12 and 13, brought \$7,222.25. The sale illustrates the popularity of a wide range of comparatively new books and the disposition of collectors to pay good prices for them. For instance, Stephen Crane's "The Red Badge of Courage," 1895, sold for \$120; Norman Douglas's "South Wind," 1917, \$59; T. E. Lawrence's "Revolt in the Desert," large paper, 1927, \$110; Edna St. Vincent Millay's "Renascence and Other Poems," 1917, \$105; Carl Sandburg's "Abraham Lincoln," 2 vols., 1926, \$57.50; and Edwin Arlington Robinson's "Tristram," large paper, 1927, \$43; Dr. Rosenbach's "Books and Bidders," large paper, 1927, \$32.50. The demand must be very strong for these comparatively new books to command such premiums, for they are not rare as the word is generally used.

THE largest collection of Thomas Hardy material to appear at public sale since the recent death of the English novelist, a portion of the Clement K. Shorter collection, comprising 80 items, will be sold at Sotheby's in London, April 3. Mr. Shorter was a friend of Hardy's and he seemed to have been successful in securing many interesting manuscripts, among them "The Lost Pyx," "Wives in the Sere," "At the War Office," "The Last Man He Killed." Mr. Shorter willed the manuscript of "The Return of the Native" to Dublin University.

THE original manuscript of Lewis Carroll's "Alice's Adventures in Wonderland" will be sold at Sotheby's in London,

April 3, by Mrs. Alice Pleasance Hargreaves, the original Alice of the book. The manuscript covers 92 pages with thirty-seven pen-and-ink illustrations by the author, and a photograph of "Alice" taken by the author, pasted at the foot of the last page. There is much speculation as to what the manuscript will bring, estimates ranging from \$15,000 to \$50,000.

THE first display of literary treasures shown in the Henry E. Huntington Library, the pride of the Pacific Coast, following its recent opening, ranges from the earliest days of printing to works of the finest modern print shops. For instance, contrasting with the Ellesmere Chaucer, a manuscript dating from about 1400, is a Chaucer from the Kelmscott Press of William Morris. The Gutenberg Bible is exhibited with the masterpiece, the Bible, from the Doves Press. Great care has been given to the selection and arrangement of gems from this great collection, making an exhibition of great distinction.

A READER writes from Ravenna that plans are on foot to replace the modest tomb of Dante with a stately monument. Mussolini is very much interested in the undertaking. Professor Gustavo Giovannoni, a well-known Italian architect, who has been working out the government plan, favors the present site, where the poet has been interred for over 600 years, but would replace the cenotaph with a stately edifice. Obstructions to an avenue flanked by cypresses and marble leading up to the tomb will be removed. A national appeal will probably be made for funds.

AN important collection of autograph letters and historical documents, the collection of David M. Newbold, with additions, will be sold by Stan. V. Henkels in Philadelphia, March 27. This sale includes letters and documents of the presidents of the United States, signers of the Declaration of Independence, generals in the Revolutionary War, generals and naval commanders in the Civil War, together with many important literary letters, American, English and Continental.

THE current catalog of Bernard Quaritch of London contains many rare and valuable items, the most important of which, a complete set of De Bry's "Voyages," in 11 folio volumes, nearly all first editions and earliest issues, Frankfort, 1590-1634, listed at £1,250. This is cataloged as a fine copy; the plates, excellent impressions, and perfect except for two maps supplied in facsimile.

A DISCOVERY among the old archives of Bristol, England, has brought to light four leather bound books called the "Tolzey Books" containing the names of thousands of young English men and women who emigrated to Virginia and Maryland, and the West Indies from 1654 to the end of the seventeenth century. Members of the Society of Mayflower Descendants may find among the 15,000 names registered here a trace of men and women who, like their sturdy pioneers, helped to colonize America. Furthermore, these records refute the legend that most of these early settlers were "convicts" and undesirables sent overseas from their native land. On the contrary, beyond contradiction, they were respectable and Godfearing people, industrious and law-abiding, but non-conformist in their religious views.

A HANDSOME volume, "Balzac and Souverain: an Unpublished Correspondence," which appears under the imprint of Doubleday, Doran and Co., in a limited edition of 500 copies, owes its existence to Gabriel Wells who purchased the 56 letters written by Balzac to his publisher and is responsible for their pub-

lication. These letters range from December, 1838, to December, 1849, the last being dated Berditchess, December 18, a few months before the author's death. This volume throws much new light upon Balzac's struggle in the most critical period of his life, and should not pass unnoticed by the student of the great French novelist. The limited edition undoubtedly will soon go to a premium. This is not the first service Mr. Wells has rendered to the memory of Balzac. Two or three years ago he rescued the novelist's little home at Passy and presented it to the French nation as a lasting memorial.

THE new catalog of Letters and Manuscripts of James F. Drake, Inc., list at \$50.00 a letter from John Masefield to Robert Graves apparently on the eve of his departure for America to lecture. "... Do your level best to refuse hospitality; Refuse all invitations to Receptions; Receive all interviewers, male and female, even if you are in your bath; ... Do yourselves well in food & hotels, for it is a life which needs what pampering you can get ... They [The Americans] loathe criticism. They want to be amused ... They want to be there when the poet comes to them. They want to gaze on the poet's brow & be just tickled to death as they gaze ..."

Auction Calendar

Monday afternoon, March 26th, at 2 o'clock. Modern first editions, the library of Edward A. Straus, Chicago, Ill., and selections from the library of E. R. Stickney, Boston, Mass. (Items 380.) The Anderson Galleries, 489 Park Ave., New York City.

Tuesday afternoon, March 27th, at 2:30. Important collection of valuable autograph letters and historical documents, being the collection of David M. Newbold of Philadelphia. (No. 1413; Part I, Items 369.) Stan. V. Henkels, 110 Sansom St., Philadelphia, Pa.

Catalogs Received

Americana, selections from a general collection. (No. 119.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

Autograph letters and manuscripts. (No. 196; Items 160.) James F. Drake, 14 West 40th St., New York City.

Books of Indian interest. (No. 1000.) D. B. Taraporevala Sons & Co., Kitab Mahal, 190, Hornby Road, Fort, Bombay, India.

First editions, rare books, autograph letters. (No. 86.) Ernest Dressel North, 587 Fifth Ave., New York City.

Pamphlets and small books of the seventeenth and eighteenth centuries. (No. 12; Items 652.) E. Guntrip, 146a, High St., Tonbridge, Kent, England.

Valuable books on printers and printing books about books, special presses, etc. (No. 4, Items 826.) Pegasus Bookshop, Inc., 31 East 60th St., New York City.

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United States Catalogue. Ed. 3. 1912. Suppl. July 1920 to June 1921. Meade. Story of Gold. 1908.

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London Lancet. January 1902.
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Hawkins. *Catalogue of Books Mostly From Presses of First Prints.* 1910.

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Art News. March 3, 1928. 2 copies.

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Dalton. Doctrine of Circulation. Phila. 1880.

Flouren. Discovery of Circulation. Eng. trans. Cincinnati. 1852.

Harvey. Anatomical Lecture Notes. London. 1886.

Curtis. Harvey's View on Circulation. Columbia Univ. 1916.

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 Allen, F. J. Shoe Industry. Boston. 1916.
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